

JANUARY 2007 \$6.95

strategy™

bold vision **brand** new ideas

The **Frito** **Lay** Way

President **Marc Guay**
reinvents the chip



Brand Diaries

Dove and **Garnier**
megabrand plans
revealed





**Thanks Cossette for helping us win.
Free phones for everyone.***

* The opinions expressed by Frank & Gordon in this communication are in no way endorsed by the parent company or any of its subsidiaries.



REVOLUTIONARY OBJECTIVE 03: STAGE A PASSIVE RESISTANCE 19

WHO TO WATCH

From book page to web page

MEDIA

Ya gotta have a piece of this



29

BRAND DIARIES

36

The "Evolution" revolution and the Nutritionist creation



On the cover

We've been told (on good authority), that Frito Lay Canada prexy Marc Guay runs his operation like a marine. From what we've heard from both insiders and partners, we gather it's a good thing, and refers to the Montreal native's focus, effective leadership and teamwork. So, for the cover shot, we wanted to capture some of the resolve required to grow a chip brand in the face of a health-obsessed consumer cycle, and to furthermore hint at Guay's latest mission: taking Frito Lay beyond the snack bracket and into meal component consideration. Toronto-based photographer Michael Graf (above) took on the challenge of saying a lot with a little, we brought the chips, and Guay took time out from his busy sked to trek over to Graf Studios and spend an afternoon gamely perched on a precariously propped-up stool. We ate the chips.



4 editorial

New year, new go-to-market resolutions

8 upfront

Cuisinart perfects its word-of-mom recipe; old school playah Mr. Reach woos the ladies for Johnson & Johnson; and Specialized taps into bike-generated music

10 biz

Frito Lay Canada prez Marc Guay on innovation, collaboration and leading the global chip pack

19 who to watch

Publishers finally find a clever way to connect with consumers: HarperCollins' Steve Osgoode and Random House's Lisa Charters thicken the book marketing plot online

24 hires

The latest salvo in the Drug Wars sees Katz recruit an ex-CPG marketing veep who's keen on upping Rexall's loyalty dose with Air Miles

25 deconstructed

Purina and Lowe Roche facilitate inter-species communication

26 creative

Lexus and Dentsu customize Moments for all manner of riders; Amen creates artvertising for Montreal fish eatery

29 media

Why everyone says streaming online video is the "it" ad opp for the new year

34 AOY revisited

The glitterati of the ad and marketing industry caught on film

36 brand diaries

The evolution of Dove's evolution; and the care and feeding of Garnier's Nutritionist launch

48 forum

Barry "Ol' Nostradamus" Base predicts what up for '07 while WestJet turns Will Novosedlik's frown upside down

56 be there

The National Retail Federation taps into tech with Microsoft and Circuit City toppers; Toyfair yields tie-in and licensing opp intel

58 back page

The Two Show: Awards for creative that only your mother loves



A cure for that age-old adage?

It's that time of year when we make predictions, resolutions and generally attempt to capitalize on opportunities the new year brings. Or to at least avoid becoming last year's news.

From this vantage point, I've witnessed a lot of agency and marketer schemes to react to marketplace change. Efforts range from philosophical shifts to structural upheaval, all geared to working smarter and getting closer to what matters to the consumer. Solving John Wanamaker's ad spend waste dilemma frequently crops up too.

One agency currently replottting itself is Capital C. The Toronto shop was recently named *Marketing's* promotional agency of the year, and also its overall agency of the year. Citing work such as Capital C's successful 360 brand creation and launch for Andrew Peller's XO XO wine, the award sends a message, signaling the value of a nontraditional and all-encompassing partnership approach that *strategy's* BIG winners were also recognized for.

Perhaps even harder evidence of the shifting priorities is the value that Cap C's clients, such as our cover model Frito Lay Canada president Marc Guay, place on the agency's go-to-market collaboration (see Biz, starting page 10). Guay, at our cover shoot, displayed a level of confidence in the shop that was significant, and which explains the influx of new work from the likes of RBC and McDonald's USA, and the expansion of the shop's remit into ideation.

For that reason alone, I felt it would be educational to share Capital C's vision for the ultimate 2007 agency model. In February the company is moving into new digs, having hit the 200 staffers threshold, and will be doing so as Capital C – but with a new tagline: Powered by Kenna. The gist of the repositioning is to blend the expertise of two acquired companies into the fold, and create seven nimble multidisciplinary units that will each work on the business of one or two clients – including a team in Winnipeg, and one in Montreal with partner P2P (which will also now add Powered by Kenna to its name).

The reason? Accountability. Founder/CEO Tony Chapman says: "Clients will demand a marriage between creativity and connectivity so their investment can be measured."

To that end, Cap C joined forces with Newport Partners, an income trust that invests in entrepreneurs, and last year they acquired Mississauga, Ont.-based CRM outfit Kenna Group. Kenna's expertise is data collection, analysis and amplification, helping businesses identify their best clients. CRM guru Glen Chilton and database vet Paul Quigley bought in as partners in not only Kenna but Capital C and the entire business was merged last fall. More recently, Toronto-based digital outfit Adeo and the expertise of its leader, Cynthia Ross Pedersen, were added to the fold.

The plan with this new brand is to merge creativity and connectivity in a neat, ROMI-friendly model to aid in the industry evolution from an impression-based mind-set to one of tracking and measurement. And as Chapman points out, many of the elements that are easier to measure are within most Canadian organizations' purview – specifically activation – and are often executed here by one agency, as opposed to the many typically involved in the U.S. So, you see, Canada is uniquely positioned to take a leadership role in this space.

With the middle market margin being squeezed, forcing brands to either compete on price or find ways to innovate, productive go-to-market investment is key. Capital C's big resolution is to help clients leverage and hone their marketing spend. Building more accountability into trade investment is a component of it, by, for example, running different programs for different channels, and comparing effectiveness. And ultimately, evaluating the contributions of the various trade partners, and investing accordingly. P&G announced a similar retail resolve in the fall.

What is at stake is more effective deployment of the trillions currently spent on buying impressions in the mass media and on the store shelf. Is an agency-within-agency accountability-centric approach the solution?

What's your resolution?

Cheer,mm

Mary Maddever, exec editor, *strategy/MIC*

Executive VP / Laas Turnbull / lturnbull@brunico.com

Executive Editor / Mary Maddever / mmaddever@brunico.com

Creative Director / Stephen Stanley / sstanley@brunico.com

Copy Chief / Paula Costello / paula@strategy.brunico.com

Special Reports Editor / Natalia Williams / natalia@strategy.brunico.com

Reporter / Annette Bourdeau / annette@strategy.brunico.com

Correspondent / Patti Summerfield / psumma@sympatico.ca

Contributors / Barry Base / Will Novosedlik

Sales / (416) 408-2300 / Fax (416) 408-0870

Publisher / Claire Macdonald / claire@strategy.brunico.com

Director of Sales / Heidi Ferris / heidi@strategy.brunico.com

Senior Account Manager / Carrie Gillis / carrie@strategy.brunico.com

Senior Account Manager / Ramona Persaud / ramona@strategy.brunico.com

Senior Account Manager / Sarah Selhi / sarah@strategy.brunico.com

Account Manager / Michelle Tomicic / michelle@strategy.brunico.com

Western Canada Sales / Tracy Houston / thouston@brunico.com

(604) 893-8925 / Fax (604) 893-8926

Marketing & Publishing Coordinator / David Spevick / dspevick@brunico.com

Director, Creative Services / Kerry Aitchison / kaitcheson@brunico.com

Production Co-ordinator / Daisy Cheung / dcheung@brunico.com

Circulation Manager / Jennifer Colvin / jcolvin@brunico.com

Circulation Administrator / Brendan Mitchell / bmitchell@brunico.com

Conference Producer / Wendy Morrison / wmorrison@brunico.com

Administration

President and Executive Publisher / James Shenkman / jshenkman@brunico.com

Executive VP / Laas Turnbull / lturnbull@brunico.com

VP & Editorial Director / Mary Maddever / mmaddever@brunico.com

VP & Group Publisher / Donna MacNeil / dmacneil@brunico.com

VP, e-Brunico and Circulation / Omri Tintpulver / otintpulver@brunico.com

How to reach us

Strategy 366 Adelaide Street West, Suite 500,
Toronto, Ontario, Canada M5V 1R9
Tel: 416-408-2300 or 1-888-BRUNICO (1-888-278-6426)
Fax: 416-408-0870
Internet: www.strategymag.com

Letters

All letters sent to STRATEGY or its editors are assumed intended for publication, unless otherwise stated. We accept no liability for the loss, damage, or destruction of submissions however arising, while in our offices, in transit, or elsewhere. All material to be returned must be accompanied by a self-addressed, stamped envelope.

strategymag.com

The full text of all issues since July, 1992 is available online at www.strategymag.com.

Customer service

To order a subscription or make a change to an existing one, please contact us by:
e-mail: subscriptions@strategymag.com
Fax: (416) 408-0249
Tel: (416) 408-2448
Tel: 1-888-BRUNICO (1-888-278-6426)

Subscription rates

STRATEGY is published 12 times per year by Brunico Communications Inc. (12 issues per year): In Canada (GST included registration number #89705 0456 RT):
One year CA\$69.50
Two years CA\$125.00
Single copy price in Canada is \$6.95. Subscriber's name and occupation are required. Please allow four weeks for new subscriptions and address changes. ISSN: 1187-4309

Copyright and trademark

STRATEGY and the tagline "Bold vision brand new ideas" are trademarks of Brunico Communications Inc. All rights reserved. Nothing may be reproduced from STRATEGY in whole or in part without written permission. Reprint requests should be sent to shenkman@brunico.com. © 2007 Brunico Communications Inc.


Postmaster notification

Canadian Postmaster, send undeliverables and address changes to: Strategy, 366 Adelaide Street West, Suite 500, Toronto, Ontario, Canada M5V 1R9 subscriptions@strategymag.com
Canada Post Publication Agreement No. 40050265
U.S. Postmaster, send undeliverables and address corrections to Strategy, PO Box 1103, Niagara Falls, NY 14304-9944

Congratulations DDB, for some great frozen results.

A gold Canadian Marketing Association award for Knorr Frozen Entrees in the Products and Services category.
A silver Strategy award for Agency of the Year.

Proof that DDB is also “That little bit more.”

From your friends at Unilever. 



Exciting updates from our events department....

On the heels of the success of the Agency of the Year soiree at The Docks in November, we've implemented some changes that will see the annual shindig become the go-to event of the year. If you were there, the location, food, hysterical intro by emcees Glen Hunt and Chris Pastirik of Dentsu as well as the sheer suspense of who was going to take the crown, may already have you blocking out the evening on your newly printed NABS calendar and entering it in your BlackBerry. If not, then save the date anyway!

On Nov. 1, 2007, the 18th Annual Agency of the Year crown will be bestowed on the agency deemed most deserving of this esteemed honour. Will it be another upset? Will it be another photo finish? Who knows? You'll have to be there to experience the agony and the ecstasy first hand. You'll also find out who's the year's BIG winner – the original award for successful agency/marketer collaboration on projects that go beyond mere advertising.

So we got thinking that maybe we should recognize the winners of *strategy*'s other most coveted distinctions with similar pomp and circumstance. How about wrapping the awards for Media Agency of the Year and Media Director of the Year into the celebratory mix? So that's exactly what we've done. That very night you'll learn firsthand whether a four-peat is sweet for the undisputed queen of media or whether Sunni's reign is overthrown. As well 2007's Media Agency of the Year award – as determined by media sellers across the country – will be announced.

Let's face it. You'd be hard-pressed to fit any more talent into a room than the contenders for any of these awards. Make a note to come and celebrate on Nov. 1.

In other events news, Course admittance for *strategyU* will soon be open. Confirmed classes so far include: Buying Business Press in Quebec, Buying Interactive in Quebec and How to Reach Francophones through Television. More details will be announced in the new year so be sure to check strategyU.ca for more details. The full-day professional development event designed for buyers, planners and client marketers to learn about Quebec's media landscape is on the downtown Toronto campus of George Brown College on April 26.

And this just in...Youthography's Max Valiquette is confirmed as this year's emcee for the 10th Annual Understanding Youth conference in May. He and our conference producer Wendy Morrison are getting down to the nitty gritty of content so we'll keep you posted in this spot.

'til next month, be well. **cm**

Claire Macdonald, publisher, *strategy* 416.408.0858

SPONSORED ALSO IN THIS ISSUE... SUPPLEMENTS

PAGE S50



UPCOMING SUPPLEMENTS

February 2007

The Future is in Flyers

&

OOH

**Ingenious Placement +
Creativity = Recall**

March 2007

Radio Nation

&

Brand Hook-Ups

Anita Dong is now President of
McDonnell Haynes.

(Better take your clients to lunch.)

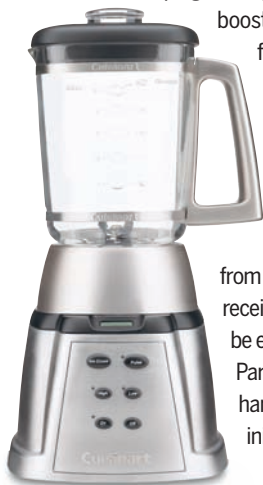
“Letting it speak for itse

Cuisinart taps into “word of mom”

What began as a “word-of-mom” campaign in September has quickly morphed into something a little more permanent. Brampton, Ont.-based Cuisinart Canada has built a “Cuisinart Kitchen Party” section on UrbanMoms.ca, a popular online community for young mothers. Users visit the virtual kitchen to submit recipes and food stories, as well as answer polls and download a baby recipe book.

“If you’re looking for hard selling, this is the wrong medium,” says David Riabov, partner at Toronto-based Scratch Marketing, Cuisinart’s agency. “Putting your brand out there and letting it speak for itself can be nervewracking unless you’re 100% positive your brand is up to it. Cuisinart did not even hesitate.”

So far the campaign, along with a viral e-mail component, has helped boost UrbanMoms.ca’s national membership from 6,000 to 10,000.



Cuisinart plans to step up the effort in coming months, going social old school style, and hosting Cuisinart Kitchen Parties in homes of UrbanMoms.ca members across Canada. The women will be asked to invite friends over to learn time-saving recipes from one of Cuisinart’s chefs. Participants will receive a gift and cookbook from Cuisinart and be encouraged to comment about their Kitchen Party experience on UrbanMoms.ca. Scratch will handle creative for some print executions and PR initiatives that will promote the events.

— by Jesse Kohl

PICK FROM ABROAD

Tchaikovsky on a bike



To cut through the nausea-inducing holiday clutter, San Francisco-based agency Goodby, Silverstein & Partners commissioned composer Flip Baber of Johnnyrandom Music Composition + Sound Design to craft something different for Specialized, a bike manufacturer. Specifically, they wanted him to record a holiday classic using only bike parts as instruments. Check out the unique results

— Tchaikovsky’s Dance of the Sugar Plum Fairy, on a bike — in our Screening Room at www.strategymag.com/screeningroom. **AB**

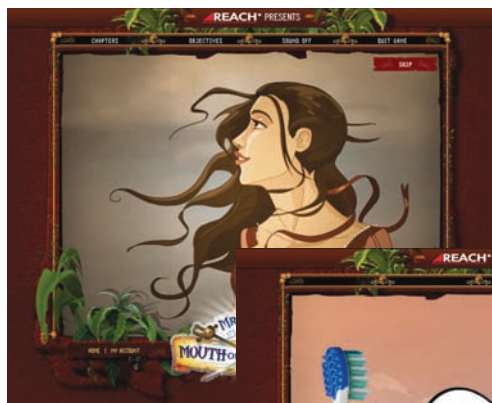
Mr. Reach woos the ladies

◀ By Terry Poulton ▶

He’s no Casanova, but Montreal-based Johnson & Johnson Canada is hoping a new advergame starring goofy spokes-cartoon “Mr. Reach” will appeal to women 25-55. Early results are good: within a week of launching, “The Mouth of Mystery,” built by Ottawa-based interactive agency Fuel Industries, had attracted 15,000 unique users. Participants earn a chance to win trips or instant prizes for each phase of the game they complete.

Mr. Reach should be a familiar, er, face to the target demo: during the

’80s and ’90s, he starred in a series of J&J TV spots. Now he’s searching for a missing friend, stumbling from



B.C. to Europe to the Caribbean. Of course, he uses Reach products as tools to unlock clues about a pair of star-crossed lovers along the way.



Victoria Cruz, J&J Canada’s group product director, women’s health and oral health and beauty, expects to attract 70,000 participants during the effort’s 12-week run, which wraps up at the end of February.

The game, which is also running in the U.S., is supported by a strong viral component — users can bump themselves ahead by referring friends to the contest. And, Fuel has posted a trailer for the game on YouTube.

Cruz explains why they’ve made Mr. Reach ‘a playah’ visiting “hard to reach” places around the world: “Reach is the brand that has become synonymous with cleaning the hard-to-reach places in the mouth,” she says. “As for the game’s target consumers, we know that women control or influence as much as 92% of oral health care products purchases in Canada, and as much as 47% of online gaming.”

www.reachmystery.ca — with files from AB

If can be nervewracking"

WATER COOLER

ASKING CANADIANS

Which airline do you think gives the best brand experience?

WestJet	52.54 %
Air Canada	20.94 %
British Airways	10.37 %
American Airlines	1.89 %
Don't know	14.26 %

The consumer poll was conducted by the AskingCanadiansTM online panel, among a sample of 1,003 adults between December 1 and 3, 2006.



THE ART OF ADIDAS

Marketing to jaded urban hipsters is no easy task. So to generate pre-launch WOM for the December opening of its Originals store on Toronto's trendy Queen Street West, Adidas Canada used the store's construction scaffolding as an artist's canvas, and commissioned local art collective Fighting to interpret what Adidas means to them.

"We associated ourselves with underground artists," explains Micki Rivers, senior marketing manager at Concord, Ont.-based Adidas Canada. Jim Gabel, president of Adidas Canada, adds that marketing the brand's Originals line can often be tricky, as the trendy young target "doesn't want to be marketed to."



Pre-launch efforts also saw street teams spray paint outlines of Adidas founder Adi Dassler's head on sidewalks around the store, with vague messages directing passersby only to "go west" or "go north."

And, at press time, a VIP opening party was expected to draw local scenesters like Toronto Raptor TJ Ford, supermodel Linda Evangelista, and perhaps even Queen Latifah to generate further buzz and ink.

This is the second Originals store to open in Canada; a Vancouver location opened in fall 2005. Originals are located in large urban markets around the world. **AB**

Brilliant!

◀ By Terry Poulton ▶



Hordes of men feel horribly pressured at this time of year to come up with desirable gifts for significant others, so Dentsu Canada captured that trauma for cyberbrand WaySpa.com, and is letting the denizens of YouTube do the rest...

A 100% viral Christmas (rant, that is)

The atmosphere may be serene at the scores of independent spas across North America networked on WaySpa.com, but the four spots for the Toronto-HQ'd co's Christmas campaign are anything but. The exclusively digital initiative stars harried, hapless and profane dudes venting about how screwed they feel when they inevitably mess up on holiday gifts for the missus.

"The insight for this actually came from the president of WaySpa, Jeremy Creed, who told us that there's always a landslide of downloads of spa gift certificates on Christmas morning," says Dentsu Toronto strategic catalyst Chris Pastirik. The idea was, since WaySpa.com provides stressless and welcome gift solutions in the form of spa certificates for all those last-minute chaps, why not make the point online. At the outset, he says, "we talked about what it's like to go to the mall at the eleventh hour, when the place is loaded with guys with a look on their face like deer in the headlights."

Each version speaks to a different dilemma. There's the hackneyed but true last-minute shopping at the only place that's still open (the gas station) and a rant which Pastirik describes as "a poor guy who just completely screwed up and found nothing." One spot arose from client insight that guys download coupons as a way to top up other gifts when they suddenly clue in they haven't done enough.

Although turning the spots into radio ads was considered, Pastirik says the ultimate decision was "to go 100% viral," rolling out the spots to YouTube and advertising-focused sites, as well as e-mailing them to members of the influentsia to create buzz. Dentsu's work for WaySpa included both uncensored and profanity-bleeped versions of the rants and Pastirik says it was "just logical to give people who might worry about being offended another option." Credits for what might just go down as the best stress-buster of the 2006 holiday season also go to creative catalyst Glen Hunt, lead (rant) creative on the effort, and account director Natalie Vonlanthen-Choi.

Potato chips...



...for dinner?



Innovation is the lifeblood of our business; I can think of some years where innovation accounted for more than 100% of our growth. So if not for innovation, the business would be flat

Innovation ranges from healthier chip pioneering to successful entertainment tie-ins as part of its 'Play' marketing platform

With innovation as a core DNA strand, Frito Lay will continue to reinvent its products. But the foodco also wants Canadians to think of chips in a whole new way

◀ By Lisa D'Innocenzo ▶

At Frito Lay Canada, innovation is as crucial an ingredient as salt. In fact, Marc Guay, president of the Mississauga, Ont.-based potato chips giant, claims it's at the "core of what we do." And, when you look at the lineup of new and improved products the CPG firm has cooked up over the last couple of years – like baked Lays, multigrain Tostitos and a slew of new Doritos flavours – it's hard to argue otherwise.

"Innovation is the lifeblood of our business," says Guay. "I can think of some years where innovation accounted for more than 100% of our growth. So if not for innovation, the business would be flat."

And it is anything but.

Frito Lay Canada is part of Frito-Lay North America, and total North American sales are over \$10 billion. Independently, Frito Lay Canada is the market leader in potato chips, tortilla chips and assorted salted snacks, employing approximately 5,000 people in manufacturing, sales and marketing roles, with six manufacturing facilities and many distribution centers from Victoria, B.C. to St John's, Nfld.

The company has had a presence in Canada since the '60s. A division of PepsiCo, Frito Lay merged with Hostess Food Products, which was then a part of General Foods, to create Hostess-Frito Lay in the late '80s. In 1992, PepsiCo bought GF's share of the business and in 2002 the company was re-branded as Frito Lay Canada.

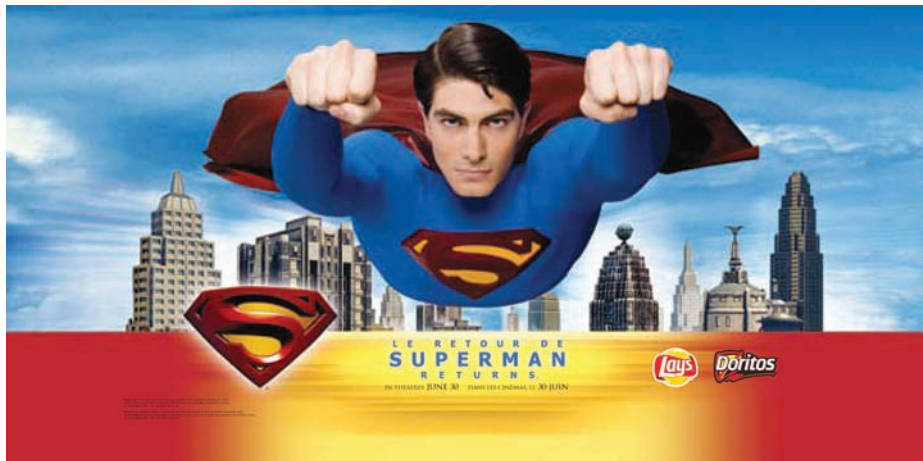
Guay, a 20-year company veteran who once was VP of sales and marketing, says that since the mid '90s, Frito Lay Canada has consistently exceeded key

financial targets, and substantially grown market share. He's also proud of exporting "Canadian expertise" around the world.

"Several Canadian products, advertising or supply-chain related initiatives have been picked up by other Frito Lay countries in the last few years," explains Guay. "Also, many of our executives (up to 20 in the last couple of years), have taken on bigger roles in the U.S. and Europe. Included in this group were some of our most talented marketing executives."

And top PepsiCo brass have formally acknowledged that Canada's Frito Lay op is leading the global pack on many fronts. In 2002 and 2005, Frito Lay Canada won the Don M. Kendall Co-Founders Award, which rewards the "crème de la crème" in all of PepsiCo, for "businesses that have delivered superior and consistent performance over a rolling three-year period." And it did so in the top-tier, large, developed countries category, up against the likes of the U.S., U.K., Australia, Mexico and Brazil. The jury, comprised of the most senior PepsiCo International





In-store eye candy like this Superman display header created by Capital C supports Frito Lay's retail customers

execs, judges countries on their innovation, consumer focus, customer collaboration and people development programs, and Frito Lay Canada has been a finalist for a record eight consecutive years.

Seems Canada is quite the breeding ground for good ideas.

Guay explains that he and his staff approach innovation in two ways. The first he calls platform innovation, which essentially involves

creating a new category. Guay points to the debut of baked Lay's as an example. The company's other focus is product innovation, which could include new flavours, shapes, sizes and formats.

But, he notes, they aren't churning out new ideas haphazardly. "Our challenge is not to come up with ideas. It's to work our way down to a number that we can execute. We're not a company that either likes or can

afford to throw ideas out there, and hope that 10 will stick. So after we've done our research and have landed on the top 10 or 20, then we build our plans to make sure those ideas are incremental to our base and are sustainable."

Guay says this policy pays off for their retail customers too. "We see products launched in the market that are supported in year one, and then the organization moves on to the next wave of ideas. Quite frankly, Canadian retailers don't like that – it's not very productive."

Guay says sustainability is something they've really held themselves to over the last few years. "Innovation for the sake of innovation, I don't think is sustainable. If you're a traditional CPG company, you may have four or five half-a-million-square-foot warehouses across the country and you have unlimited spacing. Here, with our portfolio, we have a couple of thousand trucks out there that can maybe withstand 120 to 145 cases, so we have to be very selective."

The approach has contributed to a pretty vast remit for the brand managers. "That's why our marketers manage their portfolio," says Guay, "so we don't have someone in charge of innovation who works in isolation. The person who works on building the core, or advertising



Congratulations to JWT on your Gold Cassie for Sustained Success!

From your friends at
LISTERINE



Frito Lay's integrated sports tie-in strategy includes league deals and celebrity endorsers like Mark Messier

and promos is very much a general manager of their brand.

"I don't know if it was always a deliberate strategy for us to focus on sustainability and

incrementality, but certainly the last couple of years, they're two metrics that we measure our success against."

And the philosophy is paying off – Frito Lay

was the third-fastest-growing food company in Canada last year. The last few years have been tough for the category, yet Guay has managed to consistently grow the business through the anti-carb craze and the obesity focus – such as an active lobby against childhood obesity targeting snacks in schools, as well as advertising to kids. And despite ongoing escalation of health-related market challenges, he envisions infinite growth ahead, as time-pressed consumers grab snacks more often.

Thinking even beyond the snack attack market, Frito Lay plans to convince Canadians to reach for chips during meals too. "Tostitos as a meal foundation are a great idea," Guay says. "My wife and I will throw Tostitos in the bottom of a pan, toss in chicken, jalapenos, onions and chicken broth, sprinkle cheese on top and throw it in the oven and you have a delicious, affordable meal that took you 15 minutes to cook."

To disseminate how their brands can be used as a foundation for a quick meal, last year the company introduced an online recipe program; it plans to further press the idea in 2007 through marketing and advertising, including efforts in-store to reach consumers at the point of purchase.

Sound crazy? Not when you consider that in the U.S., potato chips are part of 25% of all lunches. "It's part of the culture," says Guay,

Launch day.

What's your
trademark strategy?



Are you doing all you should be? Is your client's brand covered?

What's the risk of an injunction? At Smart & Biggar, we know the answers. We're Canada's largest intellectual property law firm, and we can help you develop a brand that's clear in all markets. We've filed more trademark and patent applications than any other firm in Canada, and can put together strategies to safeguard your client's launch. And if the going gets tough? We're recognized experts in infringement and all stages of litigation.

In other words, we've got all the trademark bases covered.

Do you? Contact us at brandlaw@smart-biggar.ca.

SMART & BIGGAR

Intellectual Property & Technology Law

smart-biggar.ca

Toronto | Vancouver | Ottawa | Montreal



Nourishment for the Whole Brain

Announcing ICA's new line-up of skills workshops developed for the Winter/Spring 2007 season. Look for innovation and advancement in:

- Management Performance.
- Creative Leadership and Pitching Skills.
- Writing and Presentation Effectiveness.

For more information
Call: 416.482.1396 x.221

or

Visit us online at:
www.ica-ad.com

biz.

who adds that his crew has been working hard with QSRs over the last couple of years to add chips to lunch menu combinations. "It's quick, easy and affordable. What more can you ask for in a side? You'll see a pretty big campaign and push against that occasion [this year]."

What else is Frito Lay dipping its hand into? *Strategy* sat down with Guay at the company's headquarters to find out.

What are the biggest trends and challenges affecting your business today?

An aging demographic, a diverse ethnic mosaic and more time-starved consumers are big trends. Older demos are more careful about what they eat. They're concerned about their health, they want to live longer and they tend to be more educated as a result.

[At the same time], there are more women in the workforce with less time to prepare meals and do grocery shopping. Consumers are looking for solutions more than ingredients.



In-store display for the mega Hockey Hall of Fame deal; opposite: online recipes

With ethnic diversity, it's more about making sure that our products and our messages are reaching new Canadians.

How have you responded to those trends?

With health and wellness, it's a two-pronged approach. Ninety-five percent of our portfolio is in the indulgent space, so we've tried to improve the ingredients to deliver a healthier proposition. So, for example, over the last two years, we converted our oils to sunflower oil.

Then we also innovate in the area of better-for-you snacks. An example would be the lightly salted Lays. We think that sodium intake is going to be the next big thing. We launched it this year and it's performed beyond our expectations. We also expanded our efforts in the area of multigrain with Tostitos in May.

And as part of PepsiCo, we were the first food company to launch a program that helps consumers make educated food choices. We launched Smart Spot in early 2005; it helps busy consumers make quick choices as they shop. It now spans over 135 of our products [picked by an independent advisory board]. Consumer awareness of the program has been well over 50%. So it's not only about having better-for-you products, but also about communicating effectively to consumers.

You mentioned sodium intake will be the next major concern. How did you determine this?

[We do research] to determine trends and what consumers care about. Saturated fats and trans fats are at the top of consumers' concerns, but sodium is right up there in the top five as well. I think it follows the evolution of the demographic curve – the older you get the more sodium becomes a concern. We try to be ahead of the curve and not



reactive, because then you're seen as being opportunistic.

How have you responded to the multicultural trend?

Obviously Canada is one of the more diverse countries in the world. So it's a tremendous opportunity. This year, we launched two products that allowed us to address the specific palette of the large majority of immigrants who come from Asia, with our wasabi and curry Lay chips.

We launched our sales go-to-market system, which is direct to store, and it allowed us to be very specific in where we launched these two products. We targeted Toronto and Vancouver, where the largest [number] of Asian-born Canadians reside. We also supported the launch of these products with localized TV advertising in Mandarin and a newspaper campaign in Chinese and Hindi newspapers.

It's been a huge success. Sales of the curry flavour have been three to four times higher than we expected. On the strength of that success, we're launching across the country in early 2007, because we found that these flavours also appeal to Canadians who have been here for a few generations.

These are Canadian initiatives then?

Yes. Frito-Lay has businesses in over 100 countries, but it was funny to see that in the *Delhi Times* in India, there was an article on the curry chips and Canada. The general manager in India sent me a note saying: "What are you doing launching curry chips? We don't even have them here in India!"

How many of your new product introductions are homegrown initiatives?

It varies from year to year. Some years as we build our brand strategies, we'll find that growth can be addressed by a new flavour. With Doritos, [for example] we have a continuum of flavours from cheesy to spicy. And then our marketing team will look for the flavour that we need across the world, and most times they'll find it. The flavour sweet chili, for example, was sourced out of England.

But as we also built our plans for this year, we knew that the health and wellness trend was something that we just couldn't avoid on Doritos, even if Doritos is historically a teen brand. Teens are concerned about what they eat, and they're educated. We're now the only country in the world to have sunflower oil on our Doritos brand.

I call it the best of both worlds – we have the resources and network of intelligence around the world to steal great ideas, but we also have the flexibility and the autonomy to branch out when we have a specific need here in Canada.

Which of your ideas have been picked up elsewhere?

The move to sunflower oil [with Lays] was picked up by the U.K. this year. They face the same environment that we do of educated consumers and strict labeling laws, so it's a move that's paid huge dividends for them. And the United States converted to sunflower oil in the fourth quarter of 2006.

Another idea we're pretty proud of is our Munchies snack mix brand, which we created here in Canada a few years ago. One of our marketers saw the opportunity to mix existing brands within our portfolio, such as pretzels, Cheetos, mini Doritos and Sun Chips, and created Munchies. And that's now a brand that's being sold across [about] 25 countries.

From a marketing perspective – how much do you create in Canada versus adapting from elsewhere?

Canada is a unique country, and one of the great things about PepsiCo is that we run a fairly decentralized organization. The leadership of PepsiCo trusts our local management to know their consumers, their customers and their environment better than some marketing person in New York or Dallas.

So we do a lot of our own campaigns, but we only do so after making sure there wasn't a U.K., Australian, or American campaign that we could leverage at a lower cost. That's our

first question – is someone somewhere in the world doing something that addresses our needs here?

Sometimes the answer is yes. Some of the Tostitos creative that we've used in the last couple of years has come from the U.S., and we've used some creative out of Mexico on Doritos. But for a lot of brands, particularly in the potato chip category, we've been on the leading edge, and when you're on the leading edge, you can't steal from anybody else, you have to break new ground.

With Smart Spot, we branched out from the global campaign and developed our own. The TV campaign shows a consumer shopping in the store and there are green balls [which is part of the program's branding identification] falling from the shelves. It's a very hard-hitting ad, which focuses on the smart spot. In the U.S., advertising was focused on healthy lifestyles [instead].

Describe how you work with your marketing partners here and how you manage the working relationship across the various disciplines.

I believe we have the best lineup of partners in the consumer packaged goods business. In fact, we consider them to be part of our team...not outsiders who happen

to join the process at specific points in time. They are with us every step of the way from strategic brand planning to post analysis. Many of them are incented on how well we do as a business.

Our key creative partners are: Capital C, Mark IV, BBDO/OMD, Proximity, SDI Marketing, Fleishman Hillard, Davis Packaging and CIM.

How do we get good work? I would say collaboration...our partners tell us they are more a part of a team here and they get to participate from the start of the brand planning process and

are not just brought in at the last minute. This past year, under the leadership of



Frito Lay Canada had curry chips when India didn't

one of our marketing directors, each of the core brands built a "Brand Board of Directors" consisting of agency partners from each team. These boards have met every quarter to build each of the plans and stay integrated – there is strong ownership around the success of every brand, every initiative, by everyone involved.

In terms of your internal structure and marketing's role, describe the culture.

We've always had a very collaborative culture. When we recruit across all functions and across marketing, we look for leaders first and then we make sure that they have the technical skills. The reason for that is it's 1,000 little things that have to be done from the seed that we plant to the retail shelf, so the ability to work across function is critical. There are a lot of teams in our environment and I would say there isn't one function more important than the other. There are business teams – one for Western Canada, etc., and they all work collaboratively. All the way down to our field teams.

Also, we have stepped up our investment in marketing for the last eight or nine years.

What kind of increases have you made?

[Marketing spend] is definitely growing more quickly than sales, which isn't the case for most other companies. Among the largest food companies in Canada, we're at number three in terms of growth at 8%, so it gives you a sense of the increases in our marketing effort. Let's face it, there's a lot more competition for the consumer's attention. Without that investment in marketing, we won't get that attention.

Are you dedicating more resources to the in-store environment as well?

We have always invested [more] in-store relative to the industry. We're at every grocery store in Canada seven days a week. That's a huge advantage, so we leverage that by having big, visible events that our customers can leverage to build their own business.

A recent one ran in the fall of 2006. When Xbox launched, we partnered with them to have a draw every hour for an Xbox. That was a huge event targeted at teens and it was a "power of one campaign" – we partnered with Pepsi, we had numbers that were printed on the inside of the bag, and we worked with agency partners to create



One of Frito Lay's signature Canadian marketing initiatives is the Fan Choice Award. It debuted in 2003 as a product placement and interactive TV initiative, and since became a buzzword. Guay explains that it came about as the company was trying to find a unique area of ownership in Canadian music at the same time CTV and CARAS

were trying to skew the Juno Awards younger, in line with the core Doritos consumer. "So we collectively built a program that would allow consumers to participate in the show – vote for a winner – and have a 'money can't buy experience' for the ultimate fan."

And the goals were achieved. The audience has gotten younger, fan participation has quadrupled in four years and the winner in year four (Simple Plan) was the first artist not to have the number-one-selling album of the year. And it continues to grow. Frito Lay was the first brand to support the CTV two-screen program last year where consumers could play along with the show on the Internet.



a powerful online [experience].

Obviously our snacks are big for sports viewing, so we have great partners in that space. We've been a partner with the Grey Cup and CFL for a number of years, as we have been for the NFL and Super Bowl. And then we're very excited that we just signed a huge deal with the NHL starting in 2007, so we're going to have two massive events to leverage that piece in-store.

Over half the purchases in our category are made in-store, so visibility and presence are key.

How do you get retailers on board?

[With these programs], there has to be a consumer element – there has to be a property that consumers love and recognize. There has to be a customer element – if the store manager can't relate to the property then it's a harder sell. And the third part of the triangle is our own sales force. We have a couple of thousand

people out there, and they get behind events people believe in.

How do you gauge your success?

We measure our success in four different ways.

Are we selling more?

Are we making an honest return for our shareholders?

Are we getting share with consumers? Because we can sell more, but if we're losing share I don't think anyone here would be dancing in the hallways.

And the fourth element is, are we delivering on the high expectations of our customers?

The Advantage Group Performance Monitor – it's the industry benchmark in terms of Canadian retailer satisfaction when it comes to partners – is conducted [by Toronto-based The Advantage Group] every two years and reaches out to all retailers. This year, we ranked number two in the survey, but number one in terms of consumer marketing. So I talk about the golden triangle, the fact that when we think of marketing it's mostly about the



Guay says having big displays is a key measure for them

consumer, but if it doesn't work for the customer – if it's not practical or we can't make them benefit from what we're doing with the consumer – then we're going to send our marketers back to the drawing board to make sure that there's a customer angle as well.

Can you give an example of how you've covered off all three groups?

We have the Super Bowl event. So the consumer idea is the big game is coming up, you're going to need Pepsi and Tostitos for your Super Bowl party – "buy any two

of these products, and you'll save [on your grocery bill]." So how that comes alive in-store is we have display material that supports the big game. We have carpets that look like a football field, goal posts, player standees, and therefore, we're allowing our customers to create a football field inside their store.

Then we close the loop with our salesforce by having a contest for the most creative display by area. We will send that salesperson and a guest to a big football game, which last year was the Pro Bowl in Hawaii. So the consumer element is, you need snacks and drinks for the big game; the customer element is, we'll bring the event to your store in a creative way so that it's an exciting place to shop; and then from a salesforce perspective, it's creating that spirit that says: "Hey, if you do great displays, we'll have something really special for you."

With the big integrated efforts, how do you measure campaigns?

We look at brand sales and share, we look at spend effectiveness. There's a measure we have here called CID – cost per incremental dollar sales. Then a third measure would

be in-store effectiveness. I think we're the largest user of ACNielsen market measurement services. There are stores that measure on the size of display for us every month. So having displays and how big they were is probably one of the biggest measures we look at.

What about brand advertising?

I'm a sales guy – I know it's right to do equity advertising on big brands that are the flagships. I just don't know that I can measure it. That's when the art meets the science – you build your brand plan and your budgets, and you're going to have equity advertising and event-specific advertising whether it's innovation or promotional. We do more on the promotions front than your average CPG company.

Because of the nature of the product?

Nobody needs chips. We realize that we have to earn the right to be in the consumer's cart. So having the right product in the right location in the store at the right price is something that is disproportionately important to our team. ■

EVERYTHING YOU LEARNED OUT THERE...



YOU SHARED WITH US.

Congratulations **dentsu** on the Cassies win.

CASSIES The Tacoma campaign was instrumental in achieving sustained success by driving up sales by more than 70%.

Thank you from Toyota Canada Inc.



The Canadian Advertising Success Stories (CASSIES) recognizes proven business effectiveness resulting from marketing campaigns. Submitted business cases are evaluated by a distinguished panel that determines which marketing campaigns were the most effective in generating incremental business results.

General Manager, Advertising and Brand Management

Forward thinking. Teamwork. Respect. A career at Canada Post Corporation encompasses all that and more. As one of Canada's Top 100 Employers for 2007, we stand proud and ready for you to join our team. Important to our success is our commitment to developing and retaining the brightest and best.

As the corporate authority on brand, you will lead the development and integration of commercial and consumer focused brand strategies and awareness for Canada Post's products, services, programs and channels. Innovative market and product planning will require your astute assessment of the markets and ability to identify current and future market opportunities/threats. You will also provide Lines of Business and Sales Teams with interpretative and advisory services. Operating in a leadership position and reporting to the Senior Vice-President, Stakeholder Relations, you will educate executives and gain commitment on all brand plans while building effective relationships with creative agencies. As well, you will forge strong partnerships with the charitable sector and develop criteria for all Canada Post Corporation donations.

You possess a university degree in Marketing, however other Business degrees will be considered. You also have 10-15 years' experience in a corporate or agency setting that included corporate brand positioning and creating and delivering marketing/advertising campaigns. You have strong business acumen and understand business-to-consumer and/or business-to-business markets. You will work in Toronto or Montreal; bilingualism would be an asset.

Canada Post offers an attractive salary and comprehensive benefits package, as well as excellent prospects for career advancement.

For an opportunity to be part of our leadership team, please forward your resume, quoting reference number **JP969385Strat** by **January 19, 2007** to: **Eric Desjardins, Manager Executive Resourcing & Development, Canada Post, E0161 2701 Riverside Drive, Ottawa, ON K1A 0B1, Fax: 613-734-8408, e-mail: eric.desjardins@canadapost.ca**

We thank all applicants for their interest, however, only those under consideration will be contacted. Canada Post Corporation is an Employment Equity Employer and welcomes applications from women, Aboriginal peoples, persons with disabilities and members of visible minorities.

Directeur(trice) général(e), Publicité et gestion des produits

Prévenance. Travail d'équipe. Respect. Une carrière à la Société canadienne des postes, c'est à la fois tout cela, et bien davantage. Nous sommes fiers de faire partie du palmarès 2007 des 100 meilleurs employeurs canadiens et sommes prêts à vous accueillir au sein de notre équipe. Nous nous engageons à fidéliser et à faire croître les meilleurs talents pour assurer notre réussite.

En tant que l'autorité de la Société en ce qui concerne la marque, vous dirigerez l'élaboration et la mise en œuvre de stratégies de marque complètes et efficaces axées sur la clientèle commerciale et les consommateurs ainsi que la notoriété des produits, services, programmes et canaux de Postes Canada. Afin de répondre aux besoins de planification innovatrice pour le marché et les produits, vous mettrez en pratique votre capacité à fournir des évaluations précises des marchés et à repérer les possibilités et les menaces actuelles et futures liées au marché. Vous devrez également offrir des services de vulgarisation et de consultation à utiliser par les secteurs d'activité et les équipes des Ventes. À ce poste de leader relevant du vice-président principal, Relations avec les intervenants, vous renseignerez les cadres supérieurs et obtiendrez leur engagement pour tous les plans de marque tout en établissant des relations efficaces avec les agences de création. De plus, vous créerez des partenariats avec le secteur de la bienfaisance et dirigerez l'élaboration de critères pour tous les dons de la Société.

Vous possédez un diplôme universitaire en marketing; un diplôme en commerce sera également considéré. Vous comptez entre 10 et 15 années d'expérience dans un environnement d'agence ou d'entreprise, qui comprend le positionnement de l'image de marque ainsi que la création et la mise en œuvre de campagnes publicitaires et de marketing. Vous avez un sens aigu des affaires et connaissez les marchés du segment entreprise à consommateur et (ou) du segment entreprise à entreprise. Le lieu de travail est à Toronto ou Montréal; le bilinguisme constitue un atout.

Postes Canada offre une rémunération attrayante, une gamme complète d'avantages sociaux, ainsi que d'excellentes perspectives de carrière.

Pour faire partie de notre équipe de leaders, faites parvenir votre curriculum vitae, en indiquant le **numéro de référence JP969385Strat**, avant le **19 janvier 2007** à **Eric Desjardins, Services de ressources à la haute direction, Postes Canada, 2701, promenade Riverside, bureau E0161, Ottawa (Ontario) K1A 0B1. Télécopieur : 613-734-8408; courriel : eric.desjardins@canadapost.ca**

Nous remercions tous les postulants de leur intérêt; toutefois, seules les personnes dont la candidature aura été retenue seront contactées. La Société canadienne des postes souscrit au principe de l'équité en matière d'emploi et invite les femmes, les Autochtones, les personnes handicapées et les membres des minorités visibles à soumettre leur candidature.





JUMPING OFF THE PAGE

HarperCollinsCanada's Steve Osgoode adds a cyber plot twist to book marketing

◀ By Annette Bourdeau ▶

FIVE QUESTIONS

Favourite book

In my business, picking a favourite is tough. I just finished a book that will be published this spring called The Raw Shark Texts by Steven Hall. I have to say that it is one of the most creative and inventive things that I have consumed in a long, long time. The way we describe it around the office is The Matrix meets Moby Dick.

Favourite current TV show

Battlestar Galactica is hands-down the best show on television. It's not at all what you expect and provides some of the most compelling moments on television every week.

Reality show you'd most like to be on

My guilty pleasure right now is Dragon's Den on the CBC. I'd love to present one of my crackpot ideas to those Dragons just to get their feedback, but I'd love to get some of their money too.

Favourite website

I go to Seth Godin's blog every day. I love his take on marketing and the digital space. There are good reasons that he has developed such an incredible following in publishing, public speaking and online.

First job

I guess it shouldn't surprise anyone but it was in a bookstore. I stocked shelves and worked the cash.

The book publishing industry isn't exactly renowned as a marketing leader. But, that is changing, and HarperCollinsCanada's Steve Osgoode, 32, is one of the marketers leading the charge, testing new online media initiatives and partnerships.

In 2006, the director of online marketing and new media spearheaded development of "book trailers," crafted book-related podcasts and began offering sample tracks of audio books for purchase on Puretracks.

pushing to test the format. "He feels strongly that we've got to be more visually oriented," says Best, adding that Osgoode not only worked hard at seeding the trailers online on sites like YouTube, but also sussing out offline homes for the pieces, like bookstores and at Toronto's Harbourfront, as well as in cinemas and on diginet BookTelevision. "He's found great venues to play them."

Osgoode says it's a challenge to offer visuals without stepping on readers' imaginations. "Our

guiding principle is: Let's make something with the feel and the spirit of the book without imposing the setting and the look of the characters on the readers," he says.

In another effort to generate buzz, Osgoode orchestrated the 2005 launch of the First Look program, which selects readers to see galleys of books



A still from *Londonstani's* "book trailer"

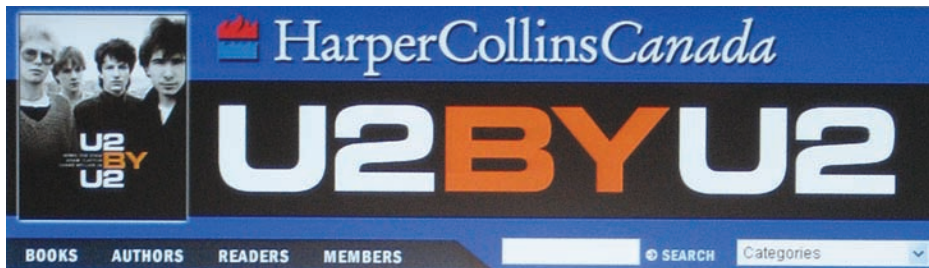
Publishing is a traditional business. It takes time to get a large ship to switch directions

"I feel we're in a leadership position because of Steve's expertise," says Tom Best, VP sales and marketing at Harper. "He's a fantastic lateral thinker. He finds intriguing ways to work in the Internet sphere – that is priceless to us."

One such display of lateral thinking was Osgoode's contribution to the launch of book trailers for titles like *Londonstani* and *The Weather Makers*. While the book trailer concept was very much a group effort at HarperCollins, Best credits Osgoode with

before they're published, and invites them to submit reviews. Readers sign up online for a chance to be selected, and many participants have posted their advance reviews on their own blogs.

"We do try to make sure that all of our members receive books at some point...it's really nice to reward superfans," says Osgoode, adding that the program is growing an impressive 10%-12% per month. "When I talk about it being our golden child, it really is."



Osgoode commissioned a radio doc by Alan Cross to promote the new U2 book

He also teamed up with *Flare* for a special version of the program which offers several books to the magazine's subscribers every two months. He describes the program as "highly cost-effective," ringing in at just hundreds of dollars a month which is really key in this category, and why online's ability to cheaply harness fan power is triggering such a revolution in book marketing. "We publish thousands of titles a year...our marketing budget gets sliced so thin," says Osgoode, adding that around 10% is allotted for online efforts.

He saw the advent of podcasting as another potentially cost-effective way to engage readers. Last January, HarperCollins did a podcast with author/TV host Jay Ingram to

promote his book, *Theatre of the Mind*. It was so successful, Osgoode began exploring how to further leverage podcasting to promote other titles. He decided to do a summer reading series, with six episodes of radio-style author interviews by Kathy Bond, former host of CBC's *Definitely Not The Opera*. The response was so positive (even landing in the top five downloads on iTunes in the arts and lit category) another "season" of podcasts is set to launch this month. "We got a lot of kudos from different blogs, which was gratifying," says Osgoode.

Before taking a marketing post at HarperCollins in 1999, Osgoode worked in editorial at Between the Lines Press. The Concordia liberal arts grad is still the only

person at HarperCollinsCanada who works full-time on online marketing, though he takes part in weekly conference calls with the American office.

Best credits Osgoode with not only being a strong collaborator with the internal marketing and publicity team of 13, but also with developing strong partnerships with outside brands. Shortly after joining HarperCollins, Osgoode began exploring partnership opportunities as a cost-efficient way to boost the publisher's web presence.

His first effort was with EMI Canada; Osgoode knew they had a new Susan Aglukark album coming out, which he saw as nicely tying in with a new book by Thomas King as both touch on Aboriginal themes. So, the companies joined forces for a contest giveaway of book/CD sets, and exchanged promotional space on each other's websites.

Although it was the first music-related partnership HarperCollins had done, Osgoode recalls having a relatively easy time selling the idea internally. "No one really wanted to dampen my enthusiasm," he says, laughing. "I think they saw it as a minimal investment."

He worked with EMI again in fall 2005 on a clever back-to-school promotion



The Association of Canadian Advertisers is pleased to announce our new Board of Directors, and the appointment of **Richard Burjaw** as Chair.



Chair: Richard Burjaw
Vice President,
Marketing,
Pepsi-QTG Canada



Sharon Bell
Vice President,
Marketing,
ATB Financial



Jim Bruce
Vice President,
Marketing, Wyeth
Consumer Healthcare



Mark Childs
Vice President,
Marketing, Campbell
Company of Canada



Geoff Craig
Vice President,
General Manager, HPC,
Unilever Canada



Judy Davey
Vice President,
Marketing Assets,
Molson Canada



Robert Farnley
Vice Chair & Executive Director,
Advertising Review Board,
Government of Ontario



Dominique De Calles
Vice-présidente,
Directrice générale,
L'Oréal Canada



Ian Kilvert
General Manager,
Corporate Brand
Management,
Panasonic Canada



Julie Marchant-Houle
Director,
P&G Beauty Canada,
Procter & Gamble



Ron McIntosh
Senior Director,
New Concept
Brand Development,
Petro-Canada



Arjen Melis
President,
Corporate Development,
Cara Operations



Kate Pearce
SVP Strategic
Planning & Marketing,
AOL Mobile



Ronald S. Lund
President & CEO
Association of
Canadian Advertisers

DRIVING MARKETING SUCCESS

pushing academic texts like dictionaries and thesauruses. The books were stickered with co-branded messaging driving consumers to a microsite where they could enter to win iPods or CDs by the band Gorillaz. "It got a really strong response," says Osgoode. Sales of the back-to-school books jumped 13% over the previous year.

"He really understands how to apply different titles to different media," notes

Jennifer Evans, president of Toronto-based interactive agency Sequentia Communications, HarperCollins' agency. A recent example is a fall promotion he did with Purina's Pet Priority community to promote the animal-friendly book *Marley & Me* by John Grogan. He gave away 100 copies of the book in a contest that was promoted on the Pet Priority website and newsletter as well as doing a separate book giveaway contest

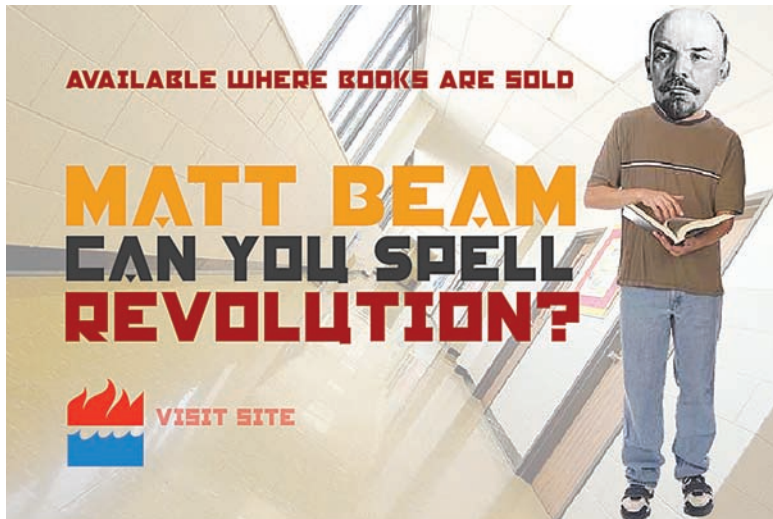
internally for Purina employees. The results? "The response was well within our best-case scenario," says Osgoode.

Osgoode leveraged his penchant for partnerships and podcasting with a fall promotion for the book

U2 by U2. He commissioned prominent radio personality/music historian Alan Cross to produce a podcast documentary on the history of U2, which was in turn made available as a free download on partner Bell Sympatico's site. "It was perfect for the book. The results were phenomenal – there were almost 100,000 downloads in a week's time," says Best. Osgoode also circulated the doc to booksellers before the release to get them excited about the book. "We try to repurpose this multimedia as much as we can," Osgoode explains.

Last spring, Osgoode entered into e-business with partners: A pilot project to drive users to buy digital audio books on Puretracks, enticing them with free sample tracks of books like *Freakonomics*, was promoted on Bell Sympatico's landing page, and "they gave us millions of impressions," says Osgoode.

This year, Osgoode will likely devote more effort to promoting audio books. "There is no question that I see huge potential for growth in digital audio in Canada," he says, adding that the industry as a whole is beginning to embrace technology more. "Publishing is a traditional business. It takes time to get a large ship to switch directions." ■



Listen, we don't know how to make a good ad, so we're just going to wing it here, k? This is an ad for DraftFCB to congratulate them for throwing down (not sure what that means exactly, but it's supposed to mean something like "did really well") at the CMA Awards. They won two golds for us, WWF-Canada. That's right. Not one – two – golds. Anyway, we really wish we had their help with this ad, but it's supposed to be a surprise, so we can't really ask them or anything. Then they'd know and the surprise would be ruined. If we had their talent, we'd write, like, THE best Hallmark® card EVER for them. On the front of it would be a really great picture of a red rose sitting on a cascade of pink satin, all in soft focus. Inside it would say something so sweet that they would cry when they read it. But we're just not that good. All we can say is that we love them. They're so smart. And passionate. They work hard to really understand our product and our business. They don't give us creative that will just win awards (two golds). They give us creative that will win awards (two golds) AND get results. For us, "results" means helping Canadians to understand complex issues and making those issues relevant to people's everyday lives. And then convince them to donate to us instead of buying a cool iPod or something. This is not easy to do. This is, in fact, very difficult to do. But DraftFCB does it AND they win us awards (two golds) that we get to go on stage to pick up and get all the glory that's really theirs. It's a pretty good deal for us, really. Anyway, back to that card. So, it would be beautiful and say something profoundly meaningful. Then we'd all sign it, every one of us at WWF-Canada. Because each WWFer is so proud of the work that DraftFCB does for us. Because of their work, every day more and more Canadians donate to WWF-Canada so that we can do our job... save nature for all of us and our kids. That's pretty important work they're doing. We're so thankful they do it and do it so well. To our friends at DraftFCB, we say thanks for using your talents to make the planet a better place, literally.

With warmest thoughts of DraftFCB,



(Oh, just one more thing to DraftFCB – you know, you could argue with us a little less, to be honest. There's nothing wrong with a starburst here and there. Get serious. It makes people pay attention. See? You read this part. Oh! Snap! You just got so burned on that one!)

ADAPTATION

Random House's Lisa Charters is quick to respond to consumers' oft-changing online media habits

◀ By Annette Bourdeau ▶

While the phrase “adapt or die” has now become a cliché, you’d be hard-pressed to find a better term to describe how Lisa Charters operates. From launching one of the Canadian publishing industry’s first websites in 1994 to launching multiple targeted sites for Random House of Canada this past year, Charters, VP, director, online sales and marketing, is quick to react to rapidly changing technology to avoid being rendered irrelevant.

“She is a visionary within a very staid industry – what she’s doing in book publishing is so forward-thinking,” notes Adam Froman, president of Toronto-based Delvinia, Random’s interactive agency. “There’s a lot of handholding we have to do with other clients. Lisa doesn’t need that. She’s very knowledgeable, so you can’t really snow her over with the dazzle.”

Froman points to the fall launch of content-rich consumer-facing websites that each cater to different targets – avid readers, mystery fans, book club members – as especially noteworthy because it recognizes that a one-size-fits-all approach just doesn’t cut it anymore. “We’ve created different websites for different targets,” explains Charters, “instead of trying to crowd all those readers into one.”

The new sites, as well as the redesigned main sites randomhouse.ca and mcclelland.com, have all been optimized to accommodate content like podcasts, blogs, video and discussion forums. The site for avid readers, booklounge.ca, gives users a sneak peek at upcoming books, as well as author posts about the writing process and weekly author interview podcasts. “We wanted to give these avid readers – the word-of-mouth agents – access to books that aren’t published yet,” explains Charters. She has also set up a BookLounge channel on YouTube to broadcast video interviews.

To add to the exclusive feel of booklounge.ca, Charters opted to make the site registration-based – an idea she took from another category, music. “She had a really clear vision of the experience she wanted readers to have online – she looked to other media groups to see what they were doing,” says Froman. Charters noticed that many artists, like U2 and Sting, offer site membership benefits, and she found

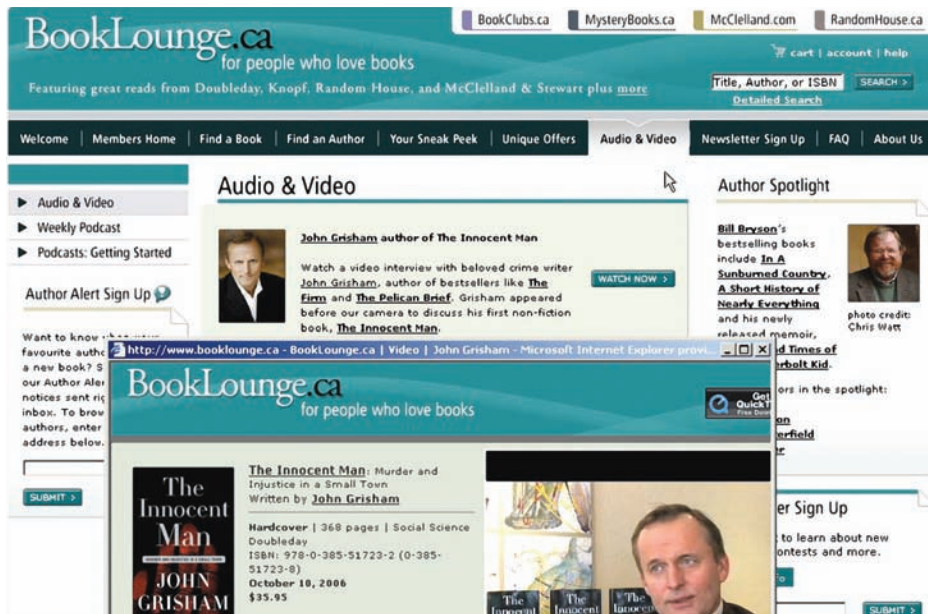


the concept appealing. “I realized that there was value behind that wall,” she says. Such value-adds include geo-targeted invites to “exclusive” book-related events, and access to videos of author interviews. “So far, the opt-in rate has been high,” says Charters. “[The U.S. office] is watching closely. Ours is the first website that is membership registration driven.”

Brad Martin, president/COO at Random House of Canada, credits Charters with getting everyone internally revved up about the ambitious site launches. “I’m excited about it, and that’s probably because Lisa got me excited about it,” he says. “Lisa is a great communicator and is passionate about what she does.” Charters was Random House Canada’s first employee dedicated to online marketing

when she began there in 1999; she now has a team of six.

Froman recalls being struck by Charters’ passion for technology and publishing when he first met her 12 years ago, when she was working for the Book Publishers Council. He says that even then, she was recognized as the go-to person for information about how book publishers could tap into new media. Her technology skills are largely self-taught and driven by her inquisitive nature. In the mid-’90s, she taught hands-on “Introduction to the Internet” night courses applicable to the book publishing industry. In 1994, Charters launched a website for the Council, back when websites were still a novelty rather than a necessity. She felt compelled to launch the site to respond to



We've created different websites for different targets, instead of trying to crowd all those readers into one

the mid-'90s launch of amazon.com, which she felt brought books to the forefront as a product that people wanted to buy online.

And much like Amazon changed the way people shop for books, Google has changed the way they look for them. "Google has given us advantages that I hadn't anticipated – we have 40,000 unique books in our database. Google searchers find those," explains Charters, adding that the rapid adoption of search engines has dramatically affected how her sites need to be designed. "With Google, users are coming through the side door – a lot of marketers focus on the front door." To address this, Charters has clear Random House branding on each Author Spotlight page – now the most common user entry point – as well as links to contests and rich media content to lure users further into the site.

Charters is also focusing on piggybacking on mass audience sites. One such partner is macleans.ca, which provides space for Random House authors to blog. She also regularly partners with the *Globe and Mail*, *Chatelaine*, *Flare* and *Canadian Living* sites. And to draw more members to her own site, she recently tested an e-blast with MochaSofa with messaging inviting users to be booklounge.ca members, and participate in their online focus group, the "Editorial Board," and in less than 24 hours of being sent out, it had out-performed expectations.

Charters plans to focus more on building tools to communicate with the young adult demographic in 2007. Right now, all of Random House's YA online efforts are targeted at parents. Talking to the kids directly will be a formidable challenge, with rapidly changing

technology and fickle youth attention spans. "We're looking at vehicles like Second Life and YouTube," says Charters, adding that engaging the younger demographic will require a different mind-set altogether. "The great thing about the Internet is there are endless possibilities. The biggest challenge about the Internet is that there are endless possibilities."

FIVE QUESTIONS

Favourite book

Ask anyone who I have crossed paths with in the last year.... I'm relentless on recommending *The Kite Runner* to everyone I meet. It's a story which spans decades – based in Afghanistan before and after the Taliban and then in the U.S. in recent years. With the main characters being men it also appeals to a male audience.

Favourite current TV show

Weeds. It's quirky, funny and often far too realistic.

Favourite website

BestBuy.ca – dreamland where I'm always looking for my next gadget.

Favourite vacation spot

Pointe au Baril, Georgian Bay – on an island, few cottages in sight, nowhere to go, only shopping is at the Marina where Wonder Bread and milk can be bought.

Most useful business book

Seth Godin's first book, *Permission Marketing* was way ahead of its time and remains relevant.



Looking for an effective way to reach 770,000 Canadians 50 years or older?
Want to see your message have impact?

Look no further than Legion Magazine.

51% of our readers have bought advertisers' products and services targeting the 50 plus market.*

37% have requested more information on an advertised product/service.*

Legion Magazine is ideally suited for advertisers targeting the 50 plus market. *Legion Magazine 2006 Readership Survey
Legion Magazine editorial serves up a blend of Canada's heritage and military history with a healthy dollop of news, current issues and matters of importance and interest to seniors, such as health and travel.

For further information call **1416 964-3247** Toll free **1888 869-3419**

86 Aird Place, Kanata, Ontario Canada K2L 0A1 E-mail: advertising@legionmagazine.com

www.legionmagazine.ca

L·E·G·I·O·N
MAGAZINE

PHARMACY FIRST

Rexall's new VP, Denise Darragh, looks forward to upping the loyalty prescription

◀ By Natalia Williams ▶

Cosmetics, cards...pharmacies? That's been the recent career trajectory of Denise Darragh as she currently settles into the role of VP, marketing and advertising for Katz Group Canada, which owns over 1,800 pharmacies across the country, including Pharma Plus, Guardian, I.D.A, and Rexall. Darragh will oversee marketing and advertising for the Rexall family of pharmacies and for Katz's flagship brand Rexall Pharma Plus.

Before joining the Edmonton-based firm, Darragh was the VP, marketing, product and brand for Hallmark Canada and Revlon Canada's director of marketing.



And with a background in CPG marketing totalling 20 years for non-Canadian brands, she's looking forward to working for a marketer where "we design and build our strategies."

Keep your eyes peeled.

While that *other* drugstore chain has successfully positioned itself as an urban beauty and convenience brand, Katz Group has differentiated with the tagline, "A Pharmacy First," and a significant TV and radio push created by Toronto-based Padulo Integrated, which became the AOR in June 2005.

Katz has also focused on building concept stores under the Rexall banner with a focus on health and pharmacy, which includes private consultation rooms to meet with pharmacists and free nurse-led health clinics. As well, many of the new locations are located close to clinics.

Leading the overhaul has been Andy Giancamilli, a pharmacist by training, who joined the company in 2003 and was previously EVP, dealer operations at Canadian Tire, and president and COO of Kmart Corporation.

As for Darragh, while it's too soon to detail her marketing plan, she doesn't foresee a massive overhaul of the brand's current positioning. "It's a strong platform," she says, but hints that she's looking forward to enhancing the brand's partnership with Air Miles. "Many of our pharmacists know their customers by name. That's very unique and sets us up for some exciting loyalty programs." ■

HIRES THAT MAKE YOU GO HMMM...

John Challinor, previously GM, advertising with Sony Canada is **Jamieson Laboratories'** new director of communications. He will be responsible for advertising and PR, and says Jamieson's new campaign, which will "speak to the hallmark of the brand," will break in the new year.

MARKETERS

Rick Seifedine, last seen as Telus' VP, corporate and marketing communications and who was one of the architects of the "Future is Friendly" brand strategy, has emerged as SVP, brand strategy at **Bell Canada**.

New VP, marketing **Uwe Stueckmann** is in place but the folks at **Lowe's Canada** are mum about any marketing strategies. "There's too much time before opening our stores to telegraph our plans to competitors," says a spokesperson. Stueckmann was previously VP/CRM at Shoppers Drug Mart.

Members of the exec management team include: **Doug Robinson**, president, once head of Beaver Lumber Company and **Stephen Taylor**, VP, merchandising and store support, who has worked at Pricewaterhouse and Ford.



Jamieson's Challinor; Lowe's Robinson; Cossette's Creet & Duffy

Montreal-based **Sid Lee** (formerly Diesel) is formalizing its partnership with architectural firm Aedifica to develop retail spaces. Sid Lee president Jean-François Bouchard explains that simple mass advertising is no longer enough to create a true brand experience. The two agencies worked together for the SAQ, which won Gold in *strategy's* first BIG awards last November for re-visioning the Quebec liquor board's retail space.

buddhabutter in 2004. Its client base, which included Clublink and Tricon Capital Group move to GJP.

Cossette Communication-Marketing has snatched another high-profile creative team. Copywriter **Simon Creet** and art director **Simon Duffy** have been lured away from Toronto's Saatchi & Saatchi where they handled the flagship Toyota account. Meanwhile copywriter Darren Clarke and AD Daniel Vendramin, who have been with Cossette for about a year, are taking over as CDs in the Toronto office. CCO Bill Durnan, who covered that post, will now be CD in charge of Cossette's overall convergent creative product. Also, in recent months, the agency has hired Taxi's copywriter Pete Breton and and AD Dave Douglass as well as Bensimon Byrne's copywriter Tom Greco and AD Colin Brown.

Meanwhile, Toronto-based **GJP Advertising** has started a land development practice to offer real estate clients full-service marketing communications. **Brian Steinhauser** is VP, business development, and **Michael Willson**, VP, associate CD. The pair founded new media ad shop

AGENCIES



Robert Clarkson, President, Carlson Marketing Canada is pleased to welcome Chris Seguin as Creative Director.

He will be responsible for all of Carlson client creative work, overseeing our growing creative teams in Toronto, Montreal and Vancouver. Previously with MacLaren McCann Direct and Interactive and Grey, Chris will bring his skills in relationship marketing, online, direct, promotion, brand advertising, radio, TV to 'building better relationships' between our clients and their customers, employees.

PURINA'S PET-GENERATED MEDIA

◀ By Annette Bourdeau ▶

You'd be hard-pressed to find a pet owner who doesn't delight in discussing all things Fido- or Fluffy-related. From sharing nauseatingly cute photos to telling longer-than-necessary pet antic stories, this demo just can't get enough.

With this in mind, Toronto agency Lowe Roche built an online hub for Toronto-based Nestlé Canada's Purina brand. The site, www.talkingpets.ca, allows pet owners to upload and share pet photos; calculate their "Pet IQs," and send "Purr and Woof Mail," which lets users type in a message that is delivered by a "talking cat." Of course, users can also browse Purina product info. Janet McNally, VP planning at Lowe Roche, says: "It [reinforces Purina] as the pet experts."

The site intends to give a voice to Purina as a whole, as opposed to the brand's more typical ad efforts that promote specific products. The only offline support for the site is in the form of radio spots that open with pet trivia, and then direct users to the site for even more pet info.

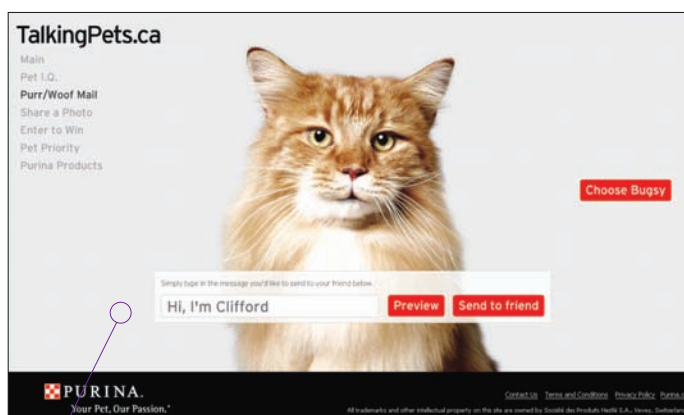
We asked online experts **Dave Sylvestre**, group CD at Toronto-based **Organic**, and **John Findlay**, founding partner at Ottawa-based interactive agency **Launchfire**, to weigh in on whether this effort will get people talking.



CONCEPT/EXECUTION

JF: Because there is interesting, entertaining and relevant content for the target audience, I think the web is the perfect medium for the program.

DS: The site is well conceived to offer a variety of engaging experiences, many with a viral component. The problem with talkingpets.ca is that the delivery of these experiences is somewhat flat overall. Photos could be larger, colour is nearly absent, Purr/Woof Mail doesn't have enough variety in the animal sounds. There is enough to keep a first-time visitor browsing for a while, but not enough punch to leave them feeling well entertained or to encourage a return visit.



VIRAL COMPONENT (PURR/WOOF MAIL)

JF: In order to increase usage of Woof/Purr Mail, it should have been highlighted on the pages that offer high value to the consumer (like the Pet IQ page or Share a Photo). Consumers are usually more willing to send links that they feel offer value to the recipient. So on the highest value pages of the site the viral system should be even more prevalent.

DS: This fails to impress, though kids will probably love sending their messages on to friends or grandmas.

The creds

Client – Nestlé Purina Pet Care

Mary Siemiesz, director, brand development

Agency – Lowe Roche

Christina Yu, CD; Rica Eckersley, copywriter; Basil Cowieson, AD; Sam Pollock, business manager; Janet McNally, strategic planner; Joy Sanguedolce, connections planner; Dayton Pereira, interactive CD

CONSUMER GENERATED CONTENT (SHARE A PHOTO)

JF: Typically less than 5% of visitors will take the time to upload their pictures and participate. However, this case is a bit unique because it involves (typically enthusiastic) pet owners. So I think in this case the consumer generated content is fun and relevant. It creates a positive brand experience.

DS: Share-a-Photo tries to up the "awwww" factor with user-submitted pet photos with family-friendly (read mildly dull) captions.

INFOTAINMENT (PET IQ)

JF: Who doesn't love trivia? In this case it provides interesting, relevant and fun content for pet owners and animal lovers. Consumers will be much more receptive to content that is positioned as a game or challenge than they will be to paragraphs of copy on a website or brochure. It's challenging and more fun to digest.

DS: This is newsy, informative and well paced, giving a low-key context for considering Purina products.

RADIO

JF: Having trivia questions in the first half of the ads was good – it's interesting and will get the attention of pet owners. But, the ads would have been more effective if they had stuck with trivia and highlighting the value propositions of the site rather than advertising Purina's offering (which they do in the second half of the ads).

The main purpose of these spots is to drive traffic to talkingpets.ca. So why reveal that it's Purina's site? This will only dissuade people from going to the site because they will view it as advertising.

OUTSTANDING NEW CAMPAIGNS

◀ By Annette Bourdeau ▶



THE MOMENT WON'T PURSUE YOU. THEY'RE OUT THERE. EVERYWHERE. IN RESTAURANTS. AND BEDROOMS. AND FORESTS. IN CASTLES AND IN GRASS HUTS AND YOUR BROTHER'S HOUSE. YOU'LL FIND MOMENTS IN PLACES YOU'VE BEEN TO A THOUSAND TIMES. AND IN STRANGE PLACES YOU CAN'T EVEN PRONOUNCE. THEY'RE IN YOUR HOMETOWN AND FOREIGN LANDS, ON SIDEWALKS AND BEACHES AND PARK BENCHES. THEY'RE OUT THERE, ALRIGHT. JUST WAITING FOR YOU. GO FIND THEM. PURSUE THE MOMENT.



SOMEDAY I WILL

. PURSUE THE MOMENT.



CONSUMERS STOCKPILE LEXUS MOMENTS

Time is money. Moments are the ultimate luxury. And Lexus has a brilliant branding strategy, positioning itself as the facilitator of golden moments.

The luxury vehicle brand has leveraged its successful “Moments” concept (which debuted in fall 2005 with a TV campaign), with a recent two-pronged copy-driven print campaign that describes moments that matter, like swimming with dolphins and learning to fly.

The ambitious effort, by Dentsu Canada, includes over a dozen executions, with 10 different full-page newspaper ads for the *Globe and Mail* alone. "We felt there were a lot of possible messages we wanted to get across," explains Warren Orton, director of public relations and advertising at Toronto-based Toyota Canada.

The campaign isn't your average print effort; Dentsu's creative and media teams worked closely together to maximize

their media buys. For example, an ad tailored for paper *Investor's Digest*, which talks up Lexus' "seamless anticipation" feature, even includes a wetnap for removing those unsightly ink stains to demonstrate that Lexus really can anticipate all of your needs.

And, magazine ads running in the likes of *Maclean's*, *Canadian Business* and *Toronto Life*, have been customized with subscribers' names inserted into the copy to demonstrate that Lexus tailors to their every need. "We thought this would be a real 'wow,'" says Orton. Several magazine executions describe ultimate Lexus moments created by specific vehicle features, with headlines like: "The first time it parallel parks itself will be a moment of true amazement. But then so will the 1,723rd time." Others are more reminiscent of the TV spots, lyrically describing life's ultimate moments, without any car images or attributes. This effort is paired with one of three unique coupons to reinforce the brand's commitment to providing the ultimate moments. They're valid for unusual global experiences, like an elephant ride in Thailand or bungee jumping in New Zealand.

While the coupon offers may seem too obscure to be real, they are actually legit – the only catch being that you have to find your own way to the exotic locales.

“[Dentsu account exec] Kathryn Long made sure all the deals were in place,” explains Glen Hunt, creative catalyst at Dentsu, adding that they’ve already heard from a honeymooning couple who plan to redeem their free elephant rides in Thailand. “The coupons are 100% valid.”

Orton says he's been taken aback by the overwhelmingly positive response to the "Moments" campaign, adding that the Toyota call centre is getting at least one call a day from consumers requesting copies of the TV spots and even the new print ads. A woman in Winnipeg requested copies of all 10 of the newspaper print ads, so Toyota had them framed before mailing them to her.

"The 'Moments' campaign has had a tremendous amount of resonance with consumers," says Orton. "We felt we had something here we could build on."

He says they're currently considering reprinting the ads as posters to give away to consumers.

IS IT POSSIBLE FOR A LUXURY CAR
COMPANY TO SEAMLESSLY
ANTICIPATE YOUR EVERY NEED?



You've just read the paper. Your fingers are smudged with ink. Which is why we've attached a moist towelette for your convenience. It's a demonstration of the kind of thinking we employ when designing Lexus automobiles. You see, we strive to give you more perfect moments than any other automotive manufacturer. To that end, our designers and engineers go to great lengths to anticipate your every need and ensure they are provided for. We've taken the study of ergonomics to dizzying new heights



WE THINK SO.

so that all buttons, compartments and switches are exactly where your fingers need them to be. Our SmartAccess technology illuminates the car merely by having you approach, then positions the seat, steering wheel and side mirrors to fit the settings assigned for the key in your pocket. Some models even include sensors that monitor your body temperature and then adjust the climate control accordingly, automatically. Pursue the moment. Visit Lexus.ca or the dealer nearest you.



ART AS ADVERTISING

Talk about minimalist.

A new print ad for Montreal fresh fish restaurant Psarotaverna du Symposium does anything but swim with the school. Featuring a detailed ink drawing of the eatery with dozens of neighborhood cats hungry for fish descending upon it, the ad doesn't even include a headline, never mind a tag or descriptive copy. The restaurant's name, address and phone number were incorporated into the drawing, which is by Montreal artist Philippe Nadeau.

"It's something that is beautiful, that is art. It captures the consumer," says Nicolas Massey, CD at Montreal-based Amen Creation, adding that the simplicity aims to create mystery and prompt readers to do a double-take. "I want to combine art and advertising."

The ad launched in late November, and is currently just running in Montreal alt-weekly *Voir*. Massey says they opted not to do OOH executions because the ad is so detailed.

client: **Tasso**, owner, Psarotaverna du Symposium
agency: **Amen Creation**
CD: **Nicolas Massey**
AD: **Carl Robichaud**
illustrator: **Philippe Nadeau**

You are cordially invited to submit your new, dead clever and previously unrevealed campaigns to: editorial director Mary Maddever at mmaddever@brunico.com and CD Stephen Stanley at ssstanley@brunico.com, co-curators of *strategy's* Creative space.



director, Lexus: **Stuart Payne**
director of public relations and advertising: **Warren Orton**
national manager, public relations and advertising:
Linus Balaisis
manager, Lexus advertising: **Jeff Powell**
agency: **Dentsu Canada**
CDs: **Bill Parker, Glen Hunt**
copywriters: **Glen Hunt, Bill Parker, Matt Williamson,**
Andy Shortt
ADs: **Boris Matas, Carson Ting, Greg Trinier, Les Soos,**
Deborah Prenger
typography: **Tom Cochrane,**
Gasper Barone
production artist: **Henry Lee**
studio manager: **Radek Chaloupka**
print producer: **Gary Hutchinson**
project co-ordinator: **Vic Paredes**
agency producer: **Amanda Loughran**
assistant broadcast producer:
Diana Nelson
account director: **Emma Hall**
account supervisor: **Scott Morden**
account executive: **Kathryn Long**
account co-ordinator: **Tiphaine Paillard**
director, communications planning:
David Cairns
communications manager: **Mark Wyeth**
communications co-ordinator:
Sherry Woodward



Register Now!
Early Bird rate of \$149*
expires Feb. 27, 2007

APRIL 26, 2007 | GEORGE BROWN COLLEGE, TORONTO

**A FULL-DAY PROFESSIONAL DEVELOPMENT EVENT DESIGNED TO TEACH BUYERS,
PLANNERS AND CLIENT MARKETERS ABOUT THE MEDIA LANDSCAPE IN QUEBEC.**

WHAT IS IT!

strategy U will bring together Quebec's top media sellers, research, PR and promotion firms to help develop and advance the understanding of Canada's media buyers, planners and client marketers involved in the purchase, creation and production of advertising for the Quebec market.

HOW IT WORKS:

Media experts in Quebec will develop independent, comprehensive presentations and support material outlining the key components of their particular field of expertise. Upon completion, students will be supplied with a comprehensive **strategy U** take-away binder encompassing the fundamentals of each presentation, agenda, curriculum and a glossary of terms from each class.

COURSE SELECTIONS MAY INCLUDE (but are not limited to):

- Using PR to reach Quebec
- Optimizing consumer insight in Quebec
- How to reach Anglophones in Quebec
- Buying TV in Quebec
- Leveraging promotions in Quebec
- Buying interactive in Quebec
- Buying out-of-home in Quebec
- Specialty channels in Quebec
- Buying radio in Quebec
- Reaching youth/teens in Quebec
- Reaching boomers in Quebec
- Creative that resonates with Quebecers
- Maximizing DM in Quebec
- Reaching Quebecers outside Montreal
- Buying print in Quebec
- Research in the Quebec marketplace

SPONSORED BY:



To register, contact David Spevick at 416-408-2300 x528
or email dspevick@brunico.com

UNIQUE SPONSORSHIP OPPORTUNITIES AVAILABLE.

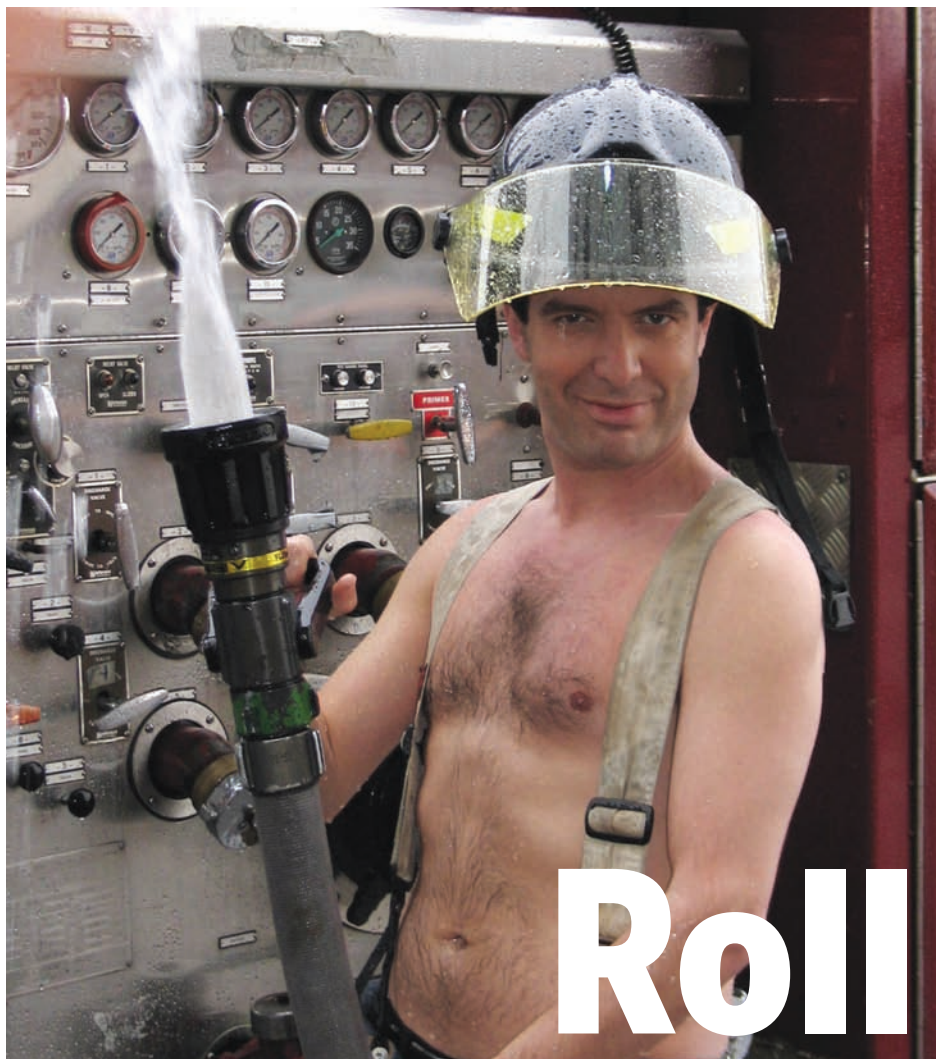
For details, contact Carrie Gillis at 416-408-2300 x301 or email carrie@strategy.brunico.com



*\$76 discount off full conference rate of \$225 by February 27, 2007. To qualify for special offer, payment in full must be received by the indicated deadline.

strategy U title, logo and tagline are trademarks of and the event is produced by Brunico Communications Inc.

™strategy title, tagline and logo are trademarks of and published by Brunico Communications Inc.



As nets pump up the broadband video volume, Canadians are lapping it up, and serious eyeball traffic is now flowing to premier programming such as *The Rick Mercer Report*

◀ By Patti Summerfield ▶

ONLINE VIDEO ADS ARE DE RIGUEUR FOR THE NEW YEAR

Roll 'em

As the inventory of Canadian video content continues to build, 'boom year' bragging rights are streaming towards broadband spots

Online search advertising is so last year. And while the online space changes as mercurially as the weather, pundits are predicting that streaming online video will be the hot ad placement opportunity for 2007.

Although Canada lags slightly behind the U.S. in this area, a perfect storm of a bulked-up Canadian inventory of video content and a veritable explosion of consumer demand for broadband entertainment have come together to make online video advertising effective, accountable and increasingly mainstream.

All of Canada's major conventional broadcasters, and most of the specialties, are bulking up the video on their websites and the video advertising within that content. At the end of 2006, CTV signed a digital deal with Warner Bros. International Television to acquire the Canadian broadband rights to *The O.C.*, *Smith*, and *Studio 60 on the Sunset*



Strip. Each 44-minute show contains five commercial breaks: one pre-roll, one post-roll, and three in the body of the show. The target length for each spot or promo is 15 seconds

and will be slotted on all five channels of the CTV Broadband Network: CTV News, CTV Shows, MTV, eTalk and Discovery Channel.

CTV reports that for episodes one and two of *The O.C.*, the first of the U.S. network dramas to debut online, 120,000 streams were ordered up in the first 10 days.

CBC is the latest broadcaster to offer streaming video advertising on its site. Bob Kerr, director of business and platform development for CBC English television, expects ads will be reasonably short, 15 seconds or less, and will be rotated fairly frequently. The evaluation tools are in place to measure how many people are playing the video and results so far are positive.

Kerr says, "*The Rick Mercer Report* is obviously one of our premier programs and the traffic we're looking at for the past seven days indicates Mercer is getting a lot of hits (over



Business

Steve,
It's called
deodorant.
Try it.

**AFFORDABLE
MEDIA YOU
CAN USE FOR
ANYTHING.**

NABS
AD AUCTION 2007
Feb. 19th - Apr. 19th

GREAT SAVINGS FOR A GREAT CAUSE
NABSAUCTION.ORG

Promotional space generously donated by these media sponsors:



Alberta Venture

AppliedArts

Adnews.com



INFOPRESSE

Media
IN CANADA

Marketing

GRENIER
AUX NOUVELLES

PUBZONE

strategy

OCBS
OUTDOOR



400,000 during November). The numbers we're getting really seem to bear out the fact that there is an appetite for video online."

Jennifer Stothers, national sales director for AOL Canada, says AOL.ca is not at parity with the U.S. in terms of the amount of video on its site, but is set up for increased demand in 2007. "Broadband hit critical mass in the U.S. and that's driving major advertisers like Unilever and P&G to get on the bandwagon with streaming ads."

She says U.S. advertisers are using online video to repurpose and extend their TV efforts, citing the American Express "My Life, My Card" campaign. Amex wanted to run the commercial created for the Oscar telecast simultaneously on AOL. To fully leverage the Web, the spot was shortened, and for about 25% of its offline budget, Amex was able to reach almost 16 million AOL users and double the effectiveness of the campaign.

Mila Mironova, marketing manager for Nokia Canada, is hoping for a similar boost with the company's "pushtostart" video ad campaign, which launched in December to target the young adult demo on Yahoo.ca. The video ad and supporting television teasers on MTV and MuchMusic are for the Nokia 6133, a multifaceted phone that is so easy to use only one hand is needed. All media drives consumers to pushtostart.ca for a 2001:

A *Space Odyssey*-style video about the left and right hand battling it out to see who operates the phone. There are games to play – hand tennis, hand racing, and hand blast – as well as a product demo and contest.

This is the first video ad campaign for Nokia

but Mironova says in the last six to eight months before the launch, there had been strong indications that video advertising was the next big thing. That gut feeling was supported by hard data provided by Nokia's media agency, The Media Company in Toronto, to show that

ONLINE VIDEO AD INTEL

Canadians are in a fortunate position to be able to draw on experience and research from the U.S. market as a guide to their online video ventures. Some of the tips culled from U.S. reports include:

- **Video ads should ideally be 10 seconds, to a maximum of 30 seconds.**

The 30-second recommendation is from the Interactive Advertising Bureau, while the Online Publishers Association says 10 seconds is the optimum length. Others suggest that it depends on the length of the content to be sponsored – for example, a 30-second spot is too long for a clip that runs only a couple of minutes.

- **TV spots don't work online.**

Online ads should be more interactive, entertaining and engaging than the typical TV commercial. Some TV spots can be repurposed or the outtakes from the shoot used for a more humorous online version. As for interactivity, users should be able to click on the ads and be transported to the advertiser's website for more info.

- **Pre-roll is preferable.**

Pre-roll seems to be the preferred placement although length of content is also a factor. Some sites place pre-roll ads followed by a post-roll or billboards at the end of the clip while full-length programs feature all three placements.

Who's watching?

Consumer behaviour is the catalyst behind the online video movement. Household penetration of broadband connectivity was projected to reach 59% in Canada, compared to 44% in the U.S., by the end of 2006. By the end of October 2006, comScore Media Metrix reported that 58% of all Canadian households or 86% of online households actually had broadband connections. In addition, the latest data found that 94.3% of all Web pages are accessed by broadband and 92.5% of all online minutes are consumed by broadband users.

And it's not all kids. U.S. research shows that viewers of online video on sites such as YouTube are now more likely to be between the ages of 35 to 64 than young, tech-savvy twentysomethings.

A recent demographic study of CBC.ca visitors versus its key competitors indicates that Internet use in Canada spans age groups, gender, and location. CBC.ca, Canada.com and CNN.com share very similar age profiles with 53% of their unique visitors over 35, while 68% of Globeandmail.com's unique visitors are over 35 and 27% are over 55. Visitors to Canadian sites, TSN.ca excepted, are pretty evenly split between males and females.

GUESTBOX



Lowe Roche has taken over Grip. Their old space, that is. Our new address is 260 Queen St. W., Suite 301, Toronto.

loweroche.com

online video was a natural choice for reaching the brand's 25-year-old bull's-eye target and driving them to the website.

"They're hardly in front of the television," says Mironova. "They're multitaskers – on their laptops, on the phone, instant messaging, and it's easier for us to catch them while they're on their computers, especially on a site like Yahoo."

Nick Barbuto, director of interactive solutions for Cossette Media in Toronto, says: "Consumers are finding out that they can get more control over the content they love through the online infrastructure. The biggest opportunity right now is the pre-roll video online. I don't think there should be any advertiser reluctance to putting their ad in front of a clip from Global Television. It's more advantageous to the advertiser than the current TV model."

Barbuto has put together several pre-roll video campaigns for both youth-seeking clients – such as Nike and Coca-Cola within male- and younger-skewing content on tsn.ca and mtv.ca – and also for a more mainstream audience, within news and information on canada.com/globaltv for Bell.

According to Barbuto, beyond the obvious captive audience reach, an advantage of this sponsorship approach is that it generates more of a halo of goodwill than TV, by taking up just a few seconds before delivering the content. The other big plus is that, depending on the length of the program, a brand is usually the sole advertiser.

And for a brand like Nike, the ad goes viral so its impact is extended well beyond the paid media campaign. Barbuto cites the Nike soccer 'Touch of Gold' campaign built around the World Cup last year as a good example. Pre-roll video starring Brazilian soccer star Ronaldinho was shown on Yahoo, iFilm, and MTV sites in Canada. It garnered hundreds of thousands of impressions on those sites and at Cossette's suggestion, a version was uploaded to YouTube.com. That clip, one of the most viewed on the site, had been watched more than 8.3 million times by the end of 2006.

Caroline Moul, digital media strategist for PHD IQ in Toronto, says the targeting and accountability of the medium make these buys very attractive for advertisers. In 2006, it was mainly U.S. players that had

the content, now she says there are more Canadian opportunities for targeted pre-roll placement. The content ranges from news and information properties, where she placed 30-second executions for Acura, to the Red Bull 15-second spots placed by PHD's Montreal office in MuchMusic and MTV clips.

"For brand awareness, [pre-roll] makes a lot of sense within particular demos where people are not watching as much TV or listening to as much radio as in the past. With a lot of suppliers moving towards a more measurable model for their pre-roll, we'll definitely see an increase."

This was the case for the campaign PHD IQ put together for Unilever to generate awareness around the Axe launch of Clix Bodyspray and to drive traffic to axe.ca. Pre-roll and in-page streaming ads were placed in mass-reaching portals, entertainment, music, and social network sites to reach the young male demo. The ads helped develop a relationship with the consumer, and to get them to come back multiple times, says Moul, to play games and to enter the Clix Playground contest to win a party trip to Miami.

Moul says many of her clients have also been testing podcasts: "The numbers are fairly small but it is niche and you have a captive

audience so it's a good space for a client to be aligned with a certain podcast. In the case of Acura, if the podcast is about technology it makes the most sense to align them with it. It also allows us to repurpose our audio files."

CBC is now involving advertisers with 21 of its popular audio podcasts (which account for about 140,000 downloads each week) via 10-second sponsorship messages at the beginning of the podcast and accompanying banner ads at CBC.ca.

As for the mobile revolution, the third-screen – mobile phones and other devices – hasn't yet become a viable medium for most marketers. Barbuto of Cossette expects it to become more tangible as portable devices continue to take on more capabilities and the wireless infrastructure continues to expand.

Barbuto says: "When Bell Mobility goes out to talk to people dealing in advanced media, [mobile] is a great place for them to sell a new advanced phone – but I don't see it being a mainstream opportunity as of yet because the penetration numbers aren't there."



Nokia's online video campaign is based on gut, backed by research that the time is right

PODCASTING GOES MAINSTREAM

The content is niche and audiences still rather modest, but podcasting is now mainstream, according to the 2006 Canadian Podcast Listeners Survey (canadianpodcastlistenersurvey.ca). The research, conducted by Toronto firms Sequentia Communications and Caprica Interactive Marketing in May and June 2006, found that Canadians love podcasts that feature Canadian content and hosts. Interestingly, podcast listeners are pretty representative of the population in general – and older than you might expect.

It is no longer an activity limited to young, tech-loving early adopters:

- 77% of Canadians are somewhat or very familiar with the term podcasting
- 59% of respondents were between the ages of 25 and 44
- 28% of respondents were baby boomers while only 15% were under the age of 24

Their top five podcast categories are arts & entertainment (36%), tech (31%), comedy (31%), music (30%) and business (20%).



Out of the 197 different podcasts that the respondents listen to regularly, the top 10 favourites are:

1. The Week in Tech (U.S.)
2. Ricky Gervais Show (U.K.)
3. Quirks & Quarks (Cdn.)
4. Lost (U.S.)
5. CommandN (Cdn.)
6. Barenaked Ladies (Cdn.)
7. The JaK Attack Radio (Cdn.)
8. Realtime with Bill Maher (US.)
9. CBC (Cdn.)
10. Engadget (U.S.)/Diggation (U.S.)

"Can you believe it?
The client wants to be
on the internet."



Keep up. Or keep going backwards.

Those who don't adapt get left behind. So be sure not to miss the premier media event of the year, the CMDC Annual Conference. This year's theme, "Pay Attention", is relevant to everyone in marketing today. From creatives, to brand managers, to media owners. It will motivate you. It will challenge you. But most importantly, it will evolve you. All you have to do is be there.

BE THERE.
CMDC

**ANNUAL
CONFERENCE**

Tuesday, March 27, 2007. Metro Convention Centre, John Basset Theatre, 255 Front Street West, Toronto

Register today for early bird special before Feb. 28th • Online: cmdc.ca • email: conference@cmdc.ca • phone: 416-480-6656



A

2006 Agency of the Year

Vancouver's Rethink claimed the crown at our 17th annual Agency of the Year awards held at The Docks' The Next Level, while Montreal's Sid Lee won Gold in the first annual B!G Awards.

sponsors:



B



C



D



E

A Jeremy Logan, VP marketing, Canadian Scooter Corp., and Vespa winner Joan McArthur, OCAD instructor;

B Rethink ringers accept the agency's AOY Gold award;

C B!G silver winners, Leo Burnett's Heidi Philip-Hardie, VP, associate planning director, and Heather Chambers, managing partner, CD;

D John St. CD Angus Tucker and Taxi Toronto president Rob Guenette compare noses; **E** Bos Toronto president Claude Carrier and team: Sasha Volkau, client services;

Stephen Rankin, client services;

Jacqueline Hooper, project integration and

Erin Gooderham, client services



F



G



H



I



J

F AOY Silver DDB: Paige Calvert, PR consultant; Frank Palmer, CEO; Mike Fenton, NABS president and CEO; DDB's VP PR Rob MacLean; **G** AOY honourable mention Taxi's Guenette and *strategy's* exec editor, Mary Maddever; **H** AOY Bronze Lowe Roche: Janet McNally, VP strategic planning; Geoffrey Roche, founder/CD; Christina Yu, VP/CD and Scot Keith, GM; **I** Finalists Zig: Elspeth Lynn, partner/AD and Andy Macaulay, partner/president; **J** B!G Bronze winners: Cossette Toronto's Mark Smyka, consultant/corporate and Brett Marchand, SVP/MD; **K** Dentsu's Pastirik and Hunt; **L** Dentsu's Masa Okuzomo, SVP; Gasper Barone, production artist; Michael Gramlow, interactive director

PHOTOS BY RAMONA PERSAUD

Other highlights: Co-hosts (and Dentsu catalysts) Glen Hunt and Chris Pastirik's pull-no-punches opener; the giveaway of a shiny, red Vespa and the acceptance speech by Rethink partner Tom Shepansky's, ahem, third cousin.



K



L



Real Beauties

The ugly side of the beauty biz? Not here.

In this edition of Brand Diaries, we detail, month by month, the flawless execution that two high-profile brands – Dove and Garnier – underwent to produce campaigns that either helped put Canadian marketing on the map globally (in the case of Dove) or took an established international brand (100+ year-old Garnier) and orchestrated a sublime domestic launch. Read on.

◀ Stories By Karen Mazurkewich ▶



Dove story



You know the name and some of the story. Here, we chronicle the almost-complete evolution of Dove from simple soap to unstoppable brand and how Canada led the way – and still does.

Prior to 2003, “Dove wasn’t a beauty brand, it was a bar of soap,” says Mark Wakefield, Unilever Canada’s marketing director of skin care and deodorants. But within that year, NYC-based global brand director, Sylvia Lagnado decides to move the positioning from a product of one to an entire beauty brand.

Products in two categories, hand and face care, launch that year.

Today, Dove is the number-two beauty brand in Canada. A Dove product is found in one of four homes, says Wakefield, currently ranking

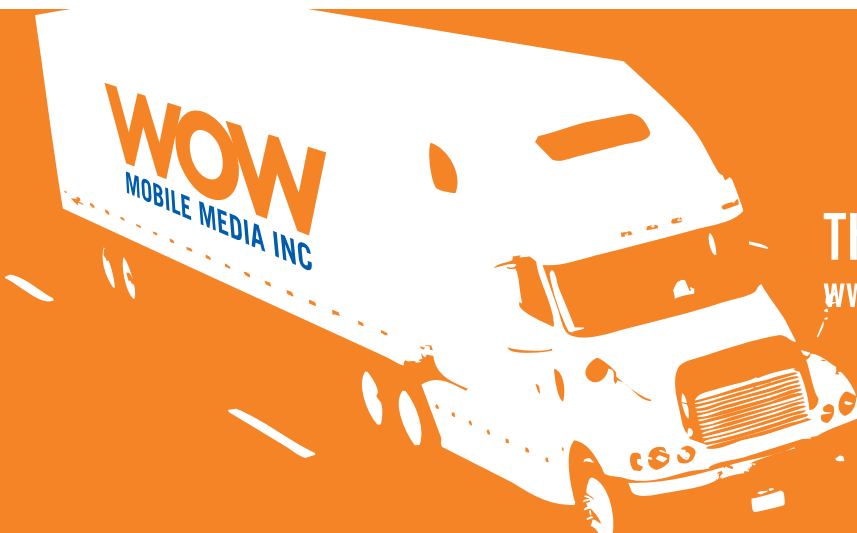
as number one in body wash, number two in hair care in just three years, number seven in face care (“where we didn’t exist before”) and number three in female deodorant.

To get there, Lagnado decides the brand will stand for the real beauty of all women. Dove’s new mission: to make women feel more beautiful every day by widening today’s stereotypical view of beauty and inspiring them to take care of themselves.

Following a series of global brainstorming workshops asking brand managers and

agency partners to find ways to communicate an inclusive definition of beauty, Canada’s Erin Iles, the brand’s then-masterbrand marketing manager, invites 67 female photographers to submit work that best reflects real beauty. It leads to a coffee table book and travelling exhibition, called the Dove Photo Tour, which garners much press. Canadian marketers realize they are on to something.

In 2004 the Dove Campaign for Real Beauty is launched globally with Canada the lead market. And, as time and ROI will tell, (market share grew



The Best Mobile Billboards

www.wowmobilemedia.ca 416-485-8056

Brand Diaries



Promoting positive body images by educating young girls on a broader definition of beauty is part of Dove's revamped image

15% in every category in 2005 and over 10% in 2006) with the help of AOR Ogilvy & Mather, media agency PHD Canada and promo agency Capital C, Canada becomes the brand's pacesetter. Here's how.

June 2004

- Wakefield, recently named marketing director, decides to push The Dove Photo Tour to the next level. He attends a meeting where Unilever global creatives pitch their ideas for what becomes the Campaign for Real Beauty marketing concept. "I had an idea how to pioneer this new strategy, and I was willing to stick my neck out," he says.

October 2004

- Wakefield and his team pool

\$1 million from marketing budgets across the home and personal care business to launch the first Dove Campaign for Real Beauty ad campaign in the world.

This pooling of money – and the co-ordination of marketing across the categories – was a radical thing, says Aviva Groll, account director at Ogilvy Canada. "In other (territories) the brand is marketed in their different product categories, such as hair or personal wash. The marketing planning for Dove is conducted as 'one brand, one voice.' It seems so obvious but you have to realize it was monumental."

The effort kicked off with tick-box billboards, created by

Ogilvy, rolled out in high-impact locales in major cities across Canada including Toronto, Vancouver, Calgary and Montreal. The four ads feature provocative kickers including: "Fat/Fabulous?" "Withered/Wonderful?"

Toronto-based PHD also erects an LED display board on the city's Gardiner Expressway, inviting folks to call a 1-800 number and vote. The votes – calculated by percentages – are tracked in real time on the electronic board. "The buzz in the street was fantastic," says Wakefield, who overhears people in the subway talking about his ads.

The final tally: 51%FAB/49%FAT.

The tick-box ads are picked up by Unilever in



Thank you Cundari, Blast Radius and The Media Company for your award-winning work on our xDrive® All-Wheel Drive campaign.

2006 CMA Awards



The Ultimate Driving Experience.™

BOARDS CREATIVE WORKSHOPS:

THE ART & BUSINESS OF CREATIVE ADVERTISING

TORONTO, CANADA
MARCH 1, 2007
DIESEL PLAYHOUSE

PRESENTED IN
ASSOCIATION WITH

corbismotion™
start here

INTERNATIONALLY
SPONSORED BY

theWhitehouse

human
HUMAN BEING SOCIAL COMMUNICATIONS

HEADS OF PRODUCTION &
CREATIVE DIRECTOR BRUNCH

Believe
MEDIA

The inaugural Boards Creative Workshop touches down in Toronto, Canada, bringing together local and international industry leaders, creatives and producers to confer, connect and converse about the business of creative marketing communications and advertising production.

CONFERENCE CHAIRPERSON

NANCY VONK, CHIEF CREATIVE OFFICER, OGILVY TORONTO



Nancy Vonk is Co-Chief Creative Officer of Ogilvy Toronto. Along with partner Janet Kestin, she has won a gold Cannes Lion, One Show Pencils, Clio awards and CA. She has judged those shows and others. She writes an advice column "Ask Jancy" with Janet and in 2005, their book, "Pick Me" was published by Adweek Books to great acclaim. Janet and Nancy launched their partnership in 1991 with Lion-winning Dove "Litmus", and today Ogilvy Toronto is enjoying another big Dove moment with the global success of "Evolution".

REGIONAL SPONSORS



CIRCLE
PRODUCTIONS



AVION  FILMS

 INDUSTRY FILMS

MUSIC SPONSOR

olê

WHY YOU SHOULD ATTEND

- Meet the industry's biggest players and thinkers
- Network with top creatives from around the world
- Expose yourself to new business ideas and strategies
- Connect with production and agency executives in the Canadian market

WHO ATTENDS

- Agency and freelance producers
- Agency creatives, art directors & writers
- Client marketers
- Production executives
- Post-production executives and creatives

YOU'LL LEARN HOW:

- International agencies are restructuring their creative and production processes to focus on 'The Big Idea'
- What production companies are doing to succeed in this new marketing & advertising production landscape
- Client marketers have succeeded with alternative media initiatives
- Why the new advertising paradigm is succeeding in some markets, and failing in others

CONTACT SHARLENE AT 1.877.BOARDS.1 X313 OR SWILDER@BRUNICO.COM
OR GO TO WWW.CREATIVEWORKSHOPSERIES.COM TO REGISTER

REGISTER NOW FOR THE EARLY BIRD RATE OF \$199*

EXPIRES JANUARY 31, 2006

Boards Creative Workshop title, tagline and logo are trademarks of, and the event is produced by Brunico Marketing Inc. BOARDS is a trademark of Brunico Communications Inc. *To qualify for discounted rate, payment in full must be received by indicated deadline. All pricing in Canadian Dollars.

Latin America, Europe and the U.S., which erected a billboard in Times Square in 2005.

At this time, in Canada, Dove buys the entire 25th anniversary issue of *Flare* and fills it with questionnaires on beauty answered by real women. It's an early example of the new Dove philosophy that gives

are downloadable from the web. It also provides some financial support to NEDIC and ANEB.

"We couldn't just start debate; we needed a cause to rally around," says Groll. "We realized that if we were to widen the definition of beauty and provoke debate, we needed to walk the walk."

To build awareness around the new fund, Dove Canada co-creates "Little Girls," with Alessandro Manfredi, VP, Dove deodorants and masterbrand, based in London, featuring striking portraits of young girls with provocative captions such as "Thinks she's fat," and "Hates her freckles." A 60-second spot is launched in cinemas. Spots run on shows cherry-picked by PHD's Michael Bolt, VP group account director and Zoryana Loboyko, account director, including *Nip/Tuck* and *America's Next Top Model*—programs that run counter to Dove's Real Beauty philosophy. The counter-placement is "to engage the audience in the debate," says Bolt. The spots are such a hit they run again in 2006.

September 2005

- Dove launches its new Dove hand and body lotion line with the campaign, "Loving Every Inch of Your Skin."

The globally produced spot features a montage of "real" women in white underwear grooving to musical lyrics: "What if we loved our skin and let nourishment in?" The print targets women beauty magazines such as *Canadian Living*.

Over 2006

- Handwash products launch.

January 2006

- Dove Canada decides to repackage and launch the "Dove Firming Campaign," promoting a new body lotion, which began in the U.K. in summer 2004 and ran in the U.S. in July 2005. The outdoor features five women with different body shapes posing in their underwear over the tagline: "Tested on real curves." Wakefield decides that this campaign should be localized. He issues a casting call. Amazingly, over 600 women, who are prepared to strip to their underwear, respond to the ad. The tag in Canada is tweaked to read: "10 curvy thighs, 5 shapely bums, 0 boney super models." The outdoor launches in May and June.

February 2006

- Other territories are slow to embrace the brand's message. The U.S. finally launches with a bang airing an adapted version of "Little Girls" with the American Girls Scouts Choir singing Cyndi Lauper's "True Colors" during the Super Bowl. It's a hit. Unilever Canada airs the spot again in the spring.

March 2006

- On behalf of Unilever, PHD's Loboyko lobbies to be the sole sponsor of the *Globe and Mail's* special ad supplement for International Women's Week. Loboyko provides the *Globe's* editorial team access to Unilever's First Annual Global White Paper study on



We realized that if we were to widen the definition of beauty and provoke debate, we needed to walk the walk

consumers a significant voice in the campaign.

Over 2005

- Body lotions and hairstyling products launch.

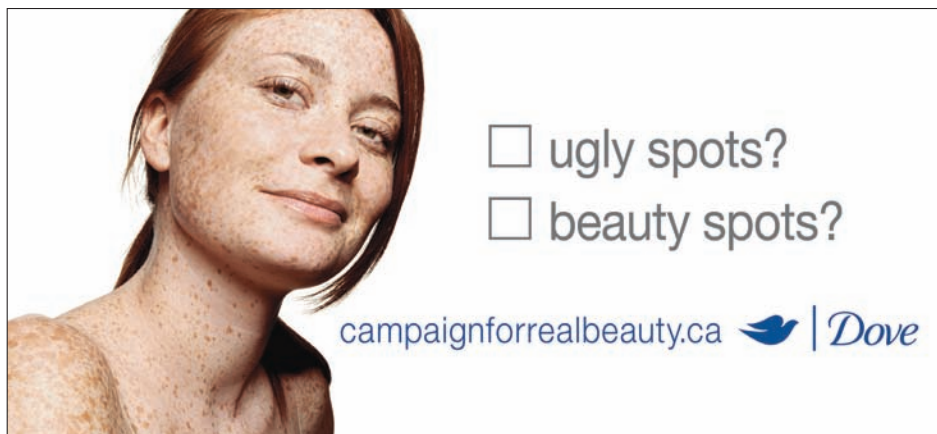
February 2005

- The Dove Self-Esteem Fund, which was considered in 2004, is launched in Canada. Dove partners locally with the National Eating Disorder Information Centre and ANEB Québec, a provincial eating disorder prevention centre, to launch its own version of the fund. Its goal: improve women's body image by educating girls on a wider definition of beauty. The Canadian marketers develop a series of workshops and adapt global materials (such as the U.K.-created True You activity book) that

Brand Diaries

women's attitude towards beauty – a study conducted by NYC research company, Strategy One, covering 10 countries and over 3,000 women. It reveals only 2% of women globally think themselves beautiful; and 63% strongly agree that women today are expected to be more attractive than their mother's generation. These stats are worked into the editorial copy.

Content also comes from the Calgary Girls' School – a school engaged by Ogilvy after Dove masterbrand marketing manager, Sharon MacLeod (who replaced Iles) attended a school art exhibition on the beauty myth, and was impressed by how well the children used the Dove Self-Esteem resources. The Ogilvy team, along with the PR firm Harbinger, decides to publish unedited letters from students in grades four to nine. The open letters challenge Hollywood producers, magazine editors and plastic surgeons to re-examine their approach to beauty.



line Cool Moisture. Dove Canada picks up global TV and print campaign but brings it alive locally with a train station poster campaign that features artful photos of real Dove women and the product. The OOH is launched at Toronto's Union and Eglinton subway stations as well as the main train stations in Vancouver and Montreal.

invited to a photography/self-esteem workshop dubbed "Through Their Eyes: Photography 101," arranged by Capital C. The girls get digital cameras and are asked to shoot what they think is beautiful. The best photos are made into a calendar given away with purchases in a national in-store promo, wherein 25 cents is donated to NEDIC and ANEB.

April 2006

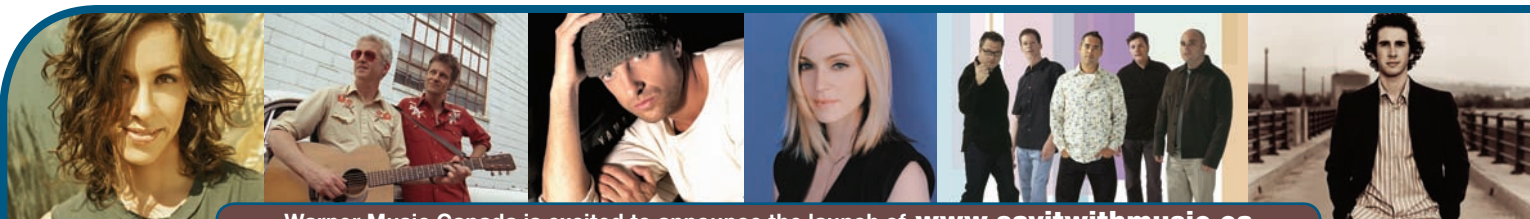
- Dove launches its new personal wash

April 8-9, 2006

- Thirty girls and their mothers/mentors are

Mid-April 2006

- Real Beauty Workshops are planned for the



Warner Music Canada is excited to announce the launch of www.sayitwithmusic.ca

say it with music

Warner Music, the world's largest untapped music resource, now offers all the music you need to fit your demographic...
...from Madonna to Mozart and everything in between.

**Custom CD Premiums. Corporate Advertising.
Corporate Promotions.**

People relate and respond to music.
It is an excellent tool that will increase brand awareness,
create new business and inspire customer loyalty.

Leave a lasting impression. Say it with music.

Contact Temi Kerr, Warner Strategic Marketing
Tel (416) 758-1132 **E-mail** temi.kerr@warnermusic.com **Web** www.sayitwithmusic.ca



WARNER MUSIC
CANADA



EXTRA! EXTRA!

THE ONLY NATIONAL FORUM FOR THE FLYER INDUSTRY

3RD NATIONAL RETAIL FLYER SYMPOSIUM

FEBRUARY 22, 2007

LIBERTY GRAND, EXHIBITION PLACE, TORONTO

A can't miss venue for retailers, newspapers, market researchers, advertising agencies, distributors, printers and for those wanting to network with all the key players.

Purchase your ticket before January 1st for early bird pricing.

- Members \$275 (taxes extra)
- Non-Members \$400 (taxes extra)
- more than 10 tickets from same company earns one FREE TICKET

Fee includes: Take Away Symposium Handbag with Registration, Continental Breakfast, Lunch, Full Day Seminar and Awards Ceremony including Dinner.



REGISTRANT, SPONSORSHIP & EXHIBITOR TICKETS CAN BE PURCHASED ON-LINE.
VISIT WWW.RACCANADA.COM OR CALL 416-495-6826 FOR MORE DETAILS.
SPONSORSHIP OPPORTUNITIES AVAILABLE!

Quebecor World

geomedia+

firstavenue

transcontinental

ENVIRONICS

CanWest
mediaworks

ADWILL

MapInfo
Be Location Intelligent

Metroland
Media Group

MS
Alex Media Services Inc.

TORONTO STAR

ad
WEST

Brand Diaries

fall. Harbinger secures Lisa Naylor, a counsellor at Winnipeg's Women's Health Clinic, who runs seminars about eating disorders and healthy body-image. These will be promoted on Dove's website. Harbinger sends Strategy One's second report on the impact of negative self-esteem to news agencies.

Wakefield wants a low-budget ad campaign to drive sign-ups and decides on the net. "With the buzz and WOM Dove had achieved so far I thought if we had interesting content we could drive strong viral pick-up." Janet Kestin, co-CD at Ogilvy, and her team create viral films that will draw women to the seminars. Tim Piper, associate CD, pens "Beauty Crackdown," which tackles the ways media influences body image.

Kestin isn't sold on the first script, but okays the viral films idea. "We loved [them] as a way of communicating a point-of-view," she says. "We wanted to provoke dialogue." Ogilvy lets the idea ferment.

Meanwhile, new leadership at the global level, combined with the success of the campaigns so far, has Unilever rethinking its marketing strategy. It is becoming clear that the brand as a whole is benefiting from the good works campaign.

A missive from head office: Anything linked to the masterbrand

should be tied to the Dove Self-Esteem Fund.



Early May 2006

Brainstorming new ideas for mini-film, Piper decides to use his girlfriend, Stephanie Betts, for a rough

storyboard titled "Evolution." The proposal: "Even models don't look like models," he says. He photographs Betts without make-up, digitally enhancing some images to show how cosmetics and special effects can transform an attractive girl into an unattainable beauty.

Unilever execs like many of the film ideas, including this one, but based on their White Paper research, they decide to start with a short on the mother/daughter dynamic. Unilever wants to tap into research that shows that "mothers have more power than they know," says Kestin.

Third week of May 2006

Kestin's team comes up with another idea of a little girl who steps onto her mother's scale while playing dress-up. The tag: "No wonder they are dieting at nine." Wakefield greenlights the film, as well as the "Evolution" script.

June 2006

Director Yael Staav and Piper travel to Halifax and shoot girls talking about body image — cinema verité style. The point: "to see what kids had to say for themselves," says Kestin.

July 2006

Dove returns to its roots and launches a liquid hand soap; Capital C runs a national sampling program in major stores such as Wal-Mart and Loblaws. It is a cross-category merchandizing program for

Brand Diaries



The "Litmus Test" ad from 2001 when Dove was a brand of one

September that pairs Dove soap bar samples with the new liquid product.

Late August 2006

- The "Evolution" spot is prepared for production. Piper approaches Toronto fashion photographer Gabor Jurina. Models are interviewed, but they decide to use Betts who is attractive but has some skin problems and can look plain when unmade. A model's journey might be less dramatic.

September 12, 2006

- Both "Daughters" and "Evolution" viral films are presented by Wakefield to Dove's global team. They are immediately loved. Dove's global SVP, Fernando Acosta,

urges that all countries use these viral films as quickly as possible to build awareness of Dove's mission.

October 1, 2006

- The "Evolution" viral film is released onto the Canadian site campaignforrealbeauty.ca and loaded onto YouTube. Regions including the U.S. and the U.K. also launch the film via their own websites. The Canadian website has to be revamped – the site registers 600,000 hits up from 20,000. The US media and talk show circuit grab hold of the film. Celebrities Ellen DeGeneres and Rosie O'Donnell showcase it and urge women to get behind the campaign and to buy Dove products. Over US\$50 million in free media

is delivered in the US. Until now, Dove's global team has had difficulty getting other territories to embrace the Dove Self-Esteem Fund.

Mid October 2006

- Good Morning America* runs a six-minute story about the thin model debate using the "Evolution" film clip and Dove research, and *The View* does a four-minute segment featuring "Evolution." Betts is interviewed on *Inside Edition* and *Entertainment Tonight*; CNN and Fox TV produce segments. Sweden and The Netherlands run "Evolution" as TV spots.

Today the revolution continues.

Uncle Yaris would be so proud.



Congratulations SAATCHI & SAATCHI on the double Cassies win.

CASSIES

GOLD - "Off to a Good Start" - 2006 Toyota Yaris Hatchback Launch

BRONZE - "Sustained Success" - Toyota Corolla "One Thing You Can Count On"

Thank you from Toyota Canada Inc.



The Canadian Advertising Success Stories (CASSIES) recognizes proven business effectiveness resulting from marketing campaigns. Submitted business cases are evaluated by a distinguished panel that determines which marketing campaigns were the most effective in generating incremental business results.

The making of



a brand

In Europe, century-old brand Garnier is king. But the line of hair and skin care products needed to credibly launch its latest offering, Nutritionist, into the comparatively green Canadian market, which it entered just six years ago. Snoop through the brand's launch diary entries to learn how it was done.

The scene before the beauty editors' luncheon

Garnier, a division of Paris-based L'Oréal, is like a "battle horse" in Europe, says Marcus Owtram, product manager of Garnier Canada's Skin Naturals, able to launch products with immediate credibility. Not so in Canada. "Here, we only have had a year to pitch consumers on our skincare line," he says.

Having somewhat cemented its place in the hair care category with Fructis, Garnier launched its Skin Naturals skincare line in January 2005. After just a year, the line, which now includes 16 SKUs, grabbed

a 4% market share in its category. Here, the company prepares to launch the latest extension, Nutritionist.

Early 2005

- The global Garnier team meets in Paris to give regional honchos a head's-up on Nutritionist. Owtram attends. HQ is eager to market the brand as a separate franchise. Since Nutritionist uses natural ingredients it can be positioned around health.

July 2005

- Nutritionist launches in the "Europe 5" countries –

France, U.K., Germany, Italy and Spain. HQ develops its global launch pack spelling out the brand's DNA: Skin is one of the last organs in the body to benefit from the nutrients you consume. Garnier's promo materials suggest Nutritionist "feeds the skin" by delivering omega 3, 6 and magnesium in its creams.

- To distinguish itself from other Garnier products, the Nutritionist packaging is made distinctively black – a colour meant to signify technology and innovation.



CHURCH & DWIGHT



Unequalled market penetration

churchdwright.ca



November 2005

- The Canadian team flies to Paris again to discuss the launch. Consumer feedback in Europe indicates there is confusion about the concept of “nutrition for the skin,” and how omegas and magnesium work. Julie Gauvin, Garnier account director at ZenithOptimedia (Garnier’s media agency for almost a decade) is still confident that Nutritionist can be a “key hero product.” “It comes at a time when people are more concerned about wellness and feeding their skin,” she says.

- The Canadian office is offered new products: day and night moisturizers, an eye cream and an SPF line.

Nov. 15-Dec. 15, 2005

- Owtram and the Montreal research team test the concept behind Nutritionist in the local market. “People associate Garnier with the

and Montreal. The answer comes back loud and clear: Simplify the message.

- The issue of credibility also emerges. Garnier renews Muriel Howden’s contract. Howden is a seasoned Québécoise aesthetician who will participate in in-store campaigns and TV advertorials. “Garnier is distributed on the shelves, not at beauty counters,” says Gauvin. “So we needed an agent of education.”

December 2005

- Owtram meets with the supply chain, retailers like Wal-Mart and Shoppers Drug Mart, to forecast product demand and plan procurement.

March 2006

- Owtram wrestles with pricing. With Skin Naturals line they were cautious to launch at a reasonable price,

Howden and Maggie Amos, a doctor in naturopathy and a nutrition expert, make a presentation to 50 journalists. This leads to mentions in several magazines, including *Glow*, *Fashion*, *Loulou* and *Flare*.

Aug. 8, 2006

- Product lands on shelves in the likes of Shoppers Drug Mart, Wal-Mart, Loblaws, and Jean Coutu.
- AOR Publicis launches a Nutritionist online contest through www.garnier.ca. Consumers can sign up for free samples and/or participate in a Wellness Vacation Getaway contest.
- Nutritionist launches a teaser campaign in the September issues of *Elle Canada*, *Chatelaine*, *Flare*, *Clin d’oeil* and *Coup de pousse*. The ad features a spoonful of cream being applied across a woman’s cheek. Is it yogurt? On the

What was very innovative with Nutritionist was the collaboration between a nutritionist and the science of dermatology so there is a product and a consumer story, says Julie Gauvin

Fructis [shampoo] and recognize the styling products, but don’t naturally associate it with skin care,” says Gauvin.

- Garnier surveys 163 females 25-45 across the country who use moisturizer daily to determine whether consumers understand the alliance of nutrition and dermatology, and whether the packaging is appealing. Focus groups are also held in Toronto

but with Nutritionist, Owtram gambles: The Nutritionist line is marked at \$18.99 – compared to the \$14.99 and \$10.99 price point of some other Garnier products.

June 20, 2006

- Mylène Ménard, PR co-ordinator for Garnier, invites magazine beauty editors from across the country to Toronto.

next page it’s revealed the women is trying a new nutritional skin care product. The tagline reads: “Smooth fine lines. Boost radiance.” The teaser is adapted from a campaign developed by the Australian regional office. “The message we wanted to get across is feed your skin,” says Gauvin.

- An advertorial outlining the product’s strategy,

Brand Diaries



Nutritionist's "agent of education" aesthetician Muriel Howden

along with samples, and testimonials is purchased in *Glow Health*. Coupons for Shoppers' Optimum plan are offered when they purchase a Garnier product. "To create awareness for a brand like this, it makes sense to complement the campaign with information in advertorial form," says Gauvin.

Sept. 4, 2006

- Ads with samples attached are purchased in *Chatelaine*, *Glow Health* and *Coup de pousse*. Over one million samples of Garnier's Day Moisturizer are distributed to consumers.
- A two-wave TV campaign begins. "To build awareness quickly we bought a mix of spots in top 20 shows on CTV and Global," says Dorte Castel-Branco, director, broadcast investments at ZenithOptimedia. Specialty buys included Life, CMT, Bravo and TVtropolis.

The TV, adapted from the international campaign, is limited to English Canada. Because of the ties to France, "the brand performs better in Quebec," Gauvin explains. "The fact that (English) Canadian women don't know Garnier well was the primary challenge." The ad features a woman applying the cream while a voiceover tells her to "take care." The Canadian team decides to emphasize the nutritional component by incorporating a slide that lists the ingredients.

- Publicis partners with specialty channel W and Garnier sponsors the *Smart Women's Survival Guide*. Howden, Garnier's skin coach, is worked into the storyline and invited to guest. It is subtle product integration for the entire Garnier portfolio.
- Although the CRTC does not allow the show to name products on-air, the online version of the show gives a link to Garnier products. The deal also includes billboards at the beginning and end of each TV ep. Pre-promo plugs mention Garnier, and the featured clip of Howden serves to build her as a credible expert.

Second week of September 2006

- Toronto field marketing company, Match Marketing, erects displays in Wal-Mart. Skincare coaches offer consultations over four weekends in 100 Wal-Mart stores across the country.

Oct. 9-29, 2006

- Match puts a massive mall installation in Toronto's Eaton Centre. The "Nutritionist Zone," as it's dubbed, looks much like a hyper beauty bar complete with TV monitors and billboard. Howden, plus a nutritionist, are recruited to give in-store advice. Six skincare experts are also on hand for three weeks. Samples are handed out and customers are directed to a Shoppers Drug Mart in the mall (where another skin care expert is deployed). On weekends Howden, along with a nutritionist, gives seminars to groups of 10 people at a time.

In addition, a team of eight samplers wander outside the mall offering teaser cards featuring a short questionnaire about skin nutrition to drive consumers inside.

Why a mall installation? "We know the point-of-purchase is there, and people are in the mood to try things," says Gauvin.

November 2006

- One month after its launch, 1% of the Skin Naturals line's dollar volume is generated by Garnier Nutritionist.

The company plans to run a call-back to customers to gauge interest in the product. They also plan to expand the franchise to include new SKUs and grow Garnier Nutritionist as a pillar brand to its Skin Naturals franchise.



THE CO-VIEWING CONNECTION


Looking to connect with moms? Then look at YTV.

Parents who Co-View with their kids are 32% more likely to watch commercials and **60% more likely to recall commercials** than non Co-Viewing parents.

Source: 2004 YTV Tween Report: Special Co-Viewing Edition

So if you want your message to break through, cozy up to a buy on YTV, the #1 Co-View network. Find out how Co-Viewing can drive your business; call Chris Arthur at (416) 530-5176.

CORUSKIDS.COM
FOR UP-TO-DATE SALES AND MARKETING INFO.





YTV and Corus™ is a trademark of Corus™ Entertainment Inc. ©2005 Corus Entertainment Inc. All rights reserved.



◀ By Barry Base ▶

What's on base for 2007

Here are my sure-fire 2007 predictions for us folks in the Marketing and Advertising racket. And especially for you Branding Architects out there! But I must warn you, if you read further than this, it will spoil all the real fun of finding this stuff out for yourself as 2007 wears on.

1. There will continue to be *a sucker born every minute*. Actually, given there are now 10 billion of us, make that one born every .005 minutes. But only in poverty-stricken societies. So relax.

Your customers will go on believing utterly nutbar New Age stuff that would have made a blue-painted Druid priest living in a pit in Yorkshire four thousand years ago *blush*.

But if you want to sell them something, you

anything can. Look for Seat Belt Bans, Global Cooling, Cholesterol-enriched Foods.

4. Somebody will launch a six-bladed razor with the line *The first blade bends the beard hair over so its ass is sticking up in the air, and the next five blades make it go ouch ouch ouch ouch ouch*.

5. *Irony* will die again soon. Only to spring back to life. Ha ha! And so on.

6. God will keep making a big comeback from

11. So just find out who is going to be hot. And sign them. If they are not going to be hot, do not sign them. Got that?

12. Incredibly, in 2007, an athlete or film star will emerge who people *actually care about*. Like we cared about Doug Flutie. Or Audrey Hepburn.

13. Your momentarily "successful" marketers will still believe they have been benevolently chosen by God to Be Everything to Everybody. This used to be called *Timothy Eaton Syndrome*, but



The first blade bends the beard hair over so its ass is sticking up in the air, and the next five blades make it go ouch ouch ouch ouch ouch.

will have to pretend you believe it too. Focus groups will continue to help you groove on the vibes of the Great Unwashed.

2. Speaking of Focus groups, forget 'em. The same kind of people who sold us on Focus groups have decided to sell us on *The Mysterious Workings of Our Inner Brain as Where It Is At*. It's the new Phrenology. And it is *hot*.

So it is essential to have handy a colour-coded chart of the human brain, with arrows. Or just scribble one on the corner of a napkin.

3. Very soon, a major research study will reveal that your food product, which you thought was *good* for people, or at least *neutral*, is actually *very bad* for them. As Lewis Black says *Is milk good for you or bad for you?* (Broadway Theatre Audience: *Silence*) Lewis Black: *I rest my case*.

But don't panic. There's hope for doomed products. If DDT can make a comeback,

His death in 1966 as per *Time Magazine*. Just not our God, especially if He is the God behind the new "Ten Million Dollar" United Church campaign. You wanna dick around debating gay rights with Him, when the competition's loss leader is 72 *virgins!!!* at the push of a button? Do we need focus groups for this?

7. Everyone rich will soon be poor (France). Everyone poor will soon be rich (China).

8. There will be this great new diet.

9. So help me, we have not heard the last of little JonBenet Ramsey. She is to depraved murder sagas what the two-scoops-of-raisins Lumber Jack is to breakfast cereal campaigns.

10. People will continue to find the most interesting things on the planet are *other people*. Despite Madonna, Paris Hilton, Bono and Mel Gibson, The Cult of Personality will survive.

is now called *Total Experience Marketing*. It is like religion, except with retailers.

14. Just when you've nailed down the Campaign Concept (ie: banking, dry cleaning and oil-and-lube at a donut store) That Will Last 1,000 Years, two bad quarters in a row will scotch the entire management team, and you'll all be back on monster.com looking for work.

15. Someone will remember that Bill Bernbach once said *"It took millions of years for man's instincts to develop. It will take millions more for them to even vary. It is fashionable to talk about changing man. A communicator must be concerned with unchanging man. With his obsessive drive to survive, to be admired, to succeed, to love, to take care of his own."*

Barry Base is president and CD of Barry Base & Partners, Toronto. See highlights of his career to date at www.barrybaseandpartners.com.



◀ By Will Novosedlik ▶

On a wing and a smile

The campaign calls Canada a country of people who like to go their own way.

Then it offers them a way to go that's "all their own."

From a company that enjoys a thinly disguised monopoly of available domestic air routes, this is another way of saying that when you fly with Air Canada, you're on your own.

control. Customers are somewhere at the bottom, duking it out for last place with employees.

Anybody who travels regularly has more than one story of what a terrible experience it can be to fly with AC. My partner was once turned away at the gate while the plane was still moored to the jetway ("Sorry, the rules are

WestJet is famous for its focus on culture, fun and the basics of human relations. It has a department whose job it is to keep employees from taking things too seriously

Back in a *Globe and Mail* article on Jan. 7, Air Canada president/CEO Montie Brewer laid out his vision for transforming Canada's legacy airline into a "new breed of carrier that will retain many of the features of a full-service airline while operating as a nimble, low-cost carrier."

He wanted Air Canada to be known as the airline industry's leading innovator in pricing, cabin comfort, and subscription passes. At the same time, he encouraged customers to think of their travel experience as "customizable," by introducing a pay-for-perks pricing system.

Of course what Air Canada now calls perks are what we used to get at no extra cost. According to Mr. Brewer, this "unbundling" of the airline's traditional offer is a necessary response to competitive pressure from low-cost carriers.

Mr. Brewer is someone who, as a boy, literally spent his spare time reading airline schedules. His boss Robert Milton has made similar statements about his own boyhood obsession with aircraft. What neither of them seems fascinated with is the feelings of passengers.

In Air Canada's world, shareholders rule. So the CEO and the chairman focus on equipment, schedules, load factors and cost

the rules and you are late!"). I know someone who was buckled into her seat on a Thursday evening flight from Montreal to Toronto only to find out that there were no pilots available. By the time the pilots arrived an hour later, the ground crew had been called to another flight. Another hour on the ground and the rage in the cabin was at boiling point.

Perhaps the most notable aspect of the Air Canada experience is the lack of simple human warmth exuded by its employees. This is not a happy crowd. They are not owners. They are union members. And they took wage cuts in 2005 while their executives harvested significant gains in ACE stock options. That translates into a surly culture – and icy service.

Then there is WestJet. WestJet is an inversion of the Air Canada model: first in line are employees, then customers. The thinking is that if employees are happy, the customers will be too, and keeping customers happy means ROI for investors.

WestJet executives are not afraid to roll up their sleeves: President/CEO Clive Beddoe is famous for helping clean the planes that he flies on. Pilots pitch in as well. They are not just being nice: They are reducing gate turn, which reduces passenger wait time. And saves



costs. They are also demonstrating that they are people just like you and me.

They are interested in cabin comfort too, but they ask their customers to define it. You can visit the website and participate in a simple survey which breaks the flight experience into specific "comfort" components. The significant difference is that WestJet considers the emotional as well as the functional components of the brand experience, covering everything from leg room to the way you are treated by the attendants.

WestJet is famous for its focus on culture, fun and the basics of human relations. It has a department whose job it is to keep employees from taking things too seriously. Imagine. Getting paid to keep your peers happy.

The spreadsheet mavens over at AC would no doubt scoff at this preoccupation with the "emotional" dimensions of the travel experience. But here's the thing: It matters. At a recent event celebrating Canada's best-managed brands, WestJet presented some very interesting research data. It found that the experiential attribute that drove customer loyalty the most was not the price, or the equipment or the schedules.

It was the treatment they received from frontline employees. A simple smile, they found, went a long way in alleviating passenger stress.

Now tell me, how much would that cost your brand?

Will Novosedlik is partner at Toronto-based Chemistry, a brand collaborative which links strategy to communication, organizational performance and customer experience. He can be reached at will@chemistrycorp.com.

Introducing

More

The only magazine celebrating Canadian women over 40



“You can look good and feel great without faking 28 – you go girl!”

More Launches in Canada March 26th!

Welcome to the one magazine in Canada for women over 40 who love to act their age. Featuring smart talk for smart women, *More* helps readers embrace this complex but exciting time, and get more out of life.

For advertising sales information contact:
Monica Drexler, National Sales Manager
416-218-3604
Marie-Claire Ziller, Eastern Sales Manager
514-499-0317



- *More* is named Advertising Age **Magazine of the Year in 2006** for building a brand from scratch and speaking in a positive voice to women over 40.
- **Transcontinental** is spending over **5 million dollars** to build the *More* brand in Canada.
- In the United States, *More* magazine has more than tripled its circulation since its 1998 launch – from **320,000** to **1.2 million**.
- *More* magazine is number **5** on **Ad Week's "The Hot List"**
- **Transcontinental** is leveraging a strong relationship with its database of **2.4 million** to develop the circulation of *More* magazine in Canada.



See Jane Buy: Marketing to the SUPER CONSUMER

Forget desperate housewives—women are the CEOs of the household. And forget about “thinking pink” when speaking to women. Marketers need only think about the black and white of the numbers:

- Women make 80 per cent of the purchasing decisions for all consumer goods, including cars, computers and stocks.
- More than half of all new Web users are female.
- By 2010, women are projected to control nearly 60 percent of the wealth in North America, in excess of \$22 trillion.

“Women are not only responsible for making the majority of household purchase decisions, they are also the ones instigating them and making the final brand choice,” says Susan Schaefer, VP marketing, television, for Corus Entertainment, owner of Canada’s leading women’s specialty channel, W Network.

So what do women want? The answer is many different things. Women are not monolithic subjects to be painted in broad brushstrokes. Marketers must know how to speak to the many different kinds of women in the marketplace, from working moms on a budget to singles on the move, to boomer executives with bursting wallets.

Advertisers must find smart ways to speak to these all-important demographics. Marketers are finding their greatest success by speaking to busy women via multiple mediums. They are offering time-starved, savvy female audiences escapism, emotional satisfaction and information on television, online, in music and in print.

Across all media channels and the diverse demographics of women, some universal truths emerge. Women are the jugglers in the circus we call life. Explains Schaefer, “Their minds are always focused on several things at once, which means they are master filters and great synthesizers of information. If you don’t give them what they want in a clear, concise manner, they will tune you out.”

So, what can smart marketers do? Women maintain a sense of community and happily share news of a pleasing product—good marketers find ways to exploit this “word of mouth” mentality. Finally, don’t paint the brand pink. If you appeal to their intellect and the realities of their lives, they will buy your product—whether it’s pink, purple, black or white.

FACT: • Women make 80 per cent of the purchasing decisions for all consumer goods, including cars, computers and stocks.

W Network

"If your target is women, your network is W." W Network is Canada's national specialty network geared toward women. The channel boasts over 6 million English-language subscribers and more than 3 million weekly viewers. Marilyn Orecchio, W's director of sales, also points out that W holds many number one spots in female viewership in specialty television including, women aged 25 to 54, 18 to 49 and 18 to 34.

The network taps into the voice—and buying power—of these lucrative demographics. W invests heavily in research to glean deep insights that drive the network's programming and helps marketers mold successful, results-focused campaigns. From programming and marketing to client campaigns, W has learned what to say and how to say it to create lasting messages that resonate with women.

The network's W Her Report utilizes a blind panel of 2,300 Canadian women, weighted for geography, age and socio-economic position, to learn what messages will have an impact with women. The study achieves average response rates of 60 per cent or higher and provides some key findings for advertisers, such as:

- Women control their lives and those of their families and make most of the household purchase decisions.
- No surprise—women are time-starved and overworked. But, perhaps surprisingly, they consider themselves generally quite happy and successful.
- Despite having careers, family comes first. But women have high expectations of themselves as mothers and often don't feel they are meeting those expectations. They would love to spend more time with their kids.
- Women are not investing time in themselves, physically, spiritually or emotionally, and will always put the needs of others first.



Tip decal from Smart Woman Survival Guide Cinema & Resto-Bars washroom campaign. Created by Zig.

W Network translates these and other findings into marketing tools that help advertisers to effectively speak to multi-tasking women and cut through their natural filters. Take women on the Web—wnetwork.com achieves 1,370,000 page views and 122,000 unique visitors per month. From the W Her Report, the network knows that women crave ways to help them do their two jobs (CEO of the household and employee) better. So, e-mail blasts always contain timesaving or innovative tips.

Women look to television and the Internet for an escape, albeit a brief one. That's why, as Orecchio points out, women are huge online gamers with their participation rates in gaming growing almost daily. "One



Smart Women Survival Guide Haagen Dazs product integration.

of the highest-traffic features on our site is games," she says. "Simple games, like W Jongg, that provide a brief escape."

The W Her Report has explored more specific marketing avenues as well. A recent sponsorship study showed that product integration drastically increases women's aided and unaided awareness. A just-released automotive survey shows that, contrary to popular belief, the dealer network isn't intimidating to women—they find the dealership experience rewarding and helpful. And as part of W's commitment to reflect all its cohorts, the network currently has a boomer panel in place examining the perceptions and preferences of this wealthy generational group.

The More, the Merrier

Primetime women. They stand at the intersection of two of the most powerful consumer segments today: the mature market and female consumers. Estimates project that by 2010, the 40-plus age group will be nearly 60 percent larger than the 18-to-39 audience. 40-plus consumers already control about three-quarters of the nation's wealth.

The Smart Woman Survival Guide

Using consumer insights gleaned from the W Her Report, W Network has created The Smart Woman Survival Guide, a half-hour program featuring actors, as well as real-life experts, offering women real advice in a not-so-real world. The combination of lifestyle programming with scripted comedy creates a new programming genre that's entertaining, informative and showcases advertisers' brands in an unprecedented way.

W Her Report research found that women consider themselves time-starved and put themselves last on their priority list. So, when they do take time to watch a lifestyle program, women want something that entertains them while they are learning. The Smart Woman Survival Guide features a show-within-a-show, with real-life tips imbedded into the fictional plot. This unique approach also facilitates the organic integration of products and marketing messages into the show seamlessly.

Co-produced with Magee TV, The Smart Woman Survival Guide involved clients in the development process from the ground up. The show is a great example of the holistic approach W takes to developing engaging, integrated environments that work for both audiences and clients.

"It's the coming together of network, producer and advertiser," says W's Marilyn Orecchio, "We've been working on perfecting this model for three years, and we're now at the stage where we feel we have hit the sweet spot—managing to offer women entertainment and relevant information in an upbeat and stylish way."

This innovative approach is working: the show is among W's top ten lifestyle series and it so successfully delivered on client and network expectations that W has ordered 13 more episodes, with advertisers on-board for another season of smart women and savvy programming.

Go to www.wnetworkmedia.com for more research results and to get more info about W marketing opportunities.

Model Readers

40 is the new, well, 40. *More* magazine embraces the ages of its readers. The publication dares to go where others may not—it asks a woman her age and celebrates it. The magazine's launch issue, set to hit the streets on March 26, will also kickoff the *More* Model Search.

The competition seeks out aspiring cover girls who are more woman than girl. Entrants vie to win a one-year contract with Elite Model Management, be part of a fashion feature in *More* magazine and valuable prizes from contest sponsors. Although the promotion is new to Canadian readers, its American counterpart in *More* U.S. is now in its seventh year and attracted more than 19,000 entrants last year alone.

With all the entrants over 40, the magazine will provide an unprecedented forum for mature models. The contest will run over *More*'s first full year of publication, with print promotions running in the spring, summer and fall 2007 issues.

Prizing partners will receive brand representation in each of the three print ads and a presence on the *More* online contest entry page. The retail sponsor can also promote the contest in-store with in-person entry "open calls" in Toronto, Vancouver and Calgary.

The contest is win-win-win for more than just the model finalists—advertisers gain greater access to a very lucrative demographic, Elite Model Management builds a bigger pool of sought-after 40-plus talent and *More* gets more models to grace its pages.

Results of the 2007 Model Search will be announced in the spring 2008 issue that will also serve as the kickoff to the second annual campaign.

This demographic accounts for some \$35 billion in purchases every year, with women making 80 percent of these decisions and brand choices.

The over-40 woman is healthy, wealthy and wise. She started working early, she has built a career and she had children. At this life-stage, she's at the top of her game, with more discretionary income to boot.

See Jane buy: Reaching the **SUPER** Consumer



Women hold about 50 percent of managerial and professional jobs today, with older women holding the most senior of these positions.

Of all women who spent more than \$500 in the past year on cosmetics and fragrance, over 70 percent are 40 plus. More than 70 percent of women who spent in excess of \$1,000 on fashion were also in this age group.

"*More* is the defining magazine of this powerful and empowered generation—the growing community of women over 40 who are more accomplished, confident, and influential than previous generations" says Francine Tremblay, senior vice president of consumer publications at Transcontinental Media, publisher of the soon-to-launch *More* magazine.



downloads

the hottest music on the planet

UNIVERSAL MUSIC SPECIAL MARKETS

MUSIC Downloads are HOT!

- Over 140,000 Songs and Growing!
- High perceived value!
- Always Current - Always New!
- Easy Online Access!
- AFFORDABLE!**

Bring MUSIC to YOUR Brand!

- PIN codes, In-pack, On-pack, Under cap, On card!
- Retail Incentives!
- Gift with Purchase!
- Contest Overlays!
- Target your Demographic!
- Custom Branded Cards Available!

WHY Universal MUSIC!

- Largest Entertainment Catalogue!
- Number One Market Leader!
- Quick Turnaround!
- We Take Care of EVERYTHING!
- We work within your budget!
- Easy to Execute!

CHOOSE YOUR SONGS.COM

For more info visit umusicspecialmarkets.ca or call

Heidi Knobovitch

416.718.4137

VP Special Markets & Partnership Marketing
heidi.knobovitch@umusic.com

With features on health, beauty, fashion food, lifestyle, finance, national and foreign affairs, the arts and travel, *More* gives established women more of what they want to get more out of life. The spring launch issue of the magazine debuts this March, with a total guaranteed circulation of 120,000 (composed of 30,000 subscription, 30,000 newsstand and 60,000 database).

Although the magazine is a start-up in this country, it's an offshoot of the established *More* brand published by Meredith in the U.S. The American version of the title launched in 1998 and has since tripled its circulation with ad revenues approaching the \$70 million mark. *More* was just named Advertising Age Magazine of the Year for 2006. *Media Post Magazine* named it "Woman's Lifestyle Magazine of the Year" in 2005, and *More* ranked number 5 on AdAge's 2006 "A List". The spring launch issue of *More* Canada may be a debut, but the magazine draws upon the experience and tried-and-true formula of its American counterpart. Transcontinental will spend \$5 million dollars to build the brand in Canada.



Indigo - Songs Every Mother Loves



Mappins - The Romance of Tradition

For Transcontinental, the addition of *More* to their magazine lineup allows advertisers to follow female consumers through their life cycles. Marketers can target teenagers and young women in *Elle Girl* and *Elle Canada*, followed by moms with *Canadian Living* and *Homemakers* and finish with the silver lining of *More* and *Good Times*.

Woman and Song


The wedding march. That tune you danced to at the prom. Or the CD you listened to on repeat to mend a broken heart. Music is emotional and every woman has a soundtrack to her life. "Because music is very personal and very memorable, music and brands go hand in hand," says Lisa Sharkey, manager of special markets at Universal Music.

Song can be a very powerful marketing medium for women. Music literally becomes the voice of your brand that connects a product to a consumer and sticks in their head for days, weeks and even years. For more than 5 years, Universal has lead the music industry with a 40 percent market share in Canadian sales. As Sharkey highlights, Universal helps bridge the gap between product and buyer by identifying what the consumer wants and needs to hear.

A targeted-music promotion can increase brand awareness, inspire sales growth or simply thank loyal customers. Custom CD compilations speak directly to your target consumer. Keri Lotion approached Universal with one goal in mind—make lotion sexy to women. In and of itself, lotion isn't that sexy. But the 4-song CD, featuring jazz divas, attached to the bottle transformed the lotion into a romantic, inspirational product for female consumers—and one that flew off the shelves.

Custom CDs can also be used in non-traditional retail outlets. Nearly 50 percent of CDs are purchased from vendors other than conventional record stores. Marketers can effectively reach casual or impulse shoppers with custom-branded music packages that enhance brand image while boosting sales.

Universal can also conduct artist promotions with a new CD release. For example, with the new release of Matt Dusk's *Back in Town*, Universal partnered with Town Shoes to offer a promotion that included winning a trip to Vegas to hang with the crooner, and the sale of Dusk's discs in Town Shoes shops.

Universal has created successful women's compilations celebrating Mother's Day for Chapters/Indigo and Valentine's Day for LaSenza. Because Universal boasts one of the largest rosters of artists in the world, they can wrap contests and other promotions around CD concepts to make the music pop and hit the exact note for marketers. 



Chooseyoursongs.com (left)
Chooseyourmusic.com (above)

Universal Music: Get Plugged In

Music is as personal as fashion sense. That's why Universal helps marketers give women exactly what they want—choice. The company was the first of its kind to establish a digital download site as a marketing tool for consumer, employee and loyalty targeted promotions. Universal can also customize the website with product branding and can provide custom cards as well.

At ChooseYourSongs.com, consumers can use a PIN number listed on a package, coupon or winning contest entry, to download a select number of songs. Universal can customize song selections into groupings that match the musical interests of your target demographic.

Universal also manages an online CD website, ChooseYourMusic.com to expand the marketing potential of music. Consumers receive a gift card for the site so they can choose a CD. Universal then packages and ships said disc to any address in Canada, making the user's choice both personal and easy-to-redeem.

Both of Universal's sites are perfect for any incentive program, from gift-with-purchase to employee thank-you campaigns. To learn more about the power of music for your next marketing campaign, check out www.umusicspecialmarkets.ca.



W UNDERSTANDS WOMEN. YES, IT'S POSSIBLE. How many different products does one head of hair need? You can ask any woman. Or you can ask W Network. No network understands women better than W. We're Canada's #1 specialty service for women because every week, W Network reaches over three million Canadian women. Call Marilyn Orecchio at 416.530.5226 or email marilyn.orecchio@corusent.com. She can tell you everything you need to know about communicating to women, even on a bad hair day. If your target is women, your network is W.

CORUS
ENTERTAINMENT

W is a trade mark of W Network Inc., © 2007 A CORUS™ Entertainment Company. ALL RIGHTS RESERVED.
Sources: *Nielsen Media Research, Average Weekly Reach, Aug.-29, 2005 to May 28, 2006, Women 18+ Mon-Sun 6am-6am.

wnetworkmedia.com





Fun new tech toy the Zune is produced by Microsoft and is being sold through Best Buy, among others. Both companies' toppers will be speaking at the NRF do ▲

01/14-17.

National Retail Federation 96th Annual Convention and Expo.

In this event presented by the NYC-based National Retail Federation, Microsoft CEO Steve Ballmer will highlight the business and technology trends that will impact retailers in the coming years while Circuit City's CEO Phil Schoonover will discuss his company's culture of rapid innovation. Jacob K. Javits Convention Center, NYC. 202-626-8108. www.nrf.com.

02/11-14.

American International Toy Fair.

More than 1,500 manufacturers, distributors, importers and sales agents from 30 countries display their wares. It's a great opportunity to find the next big things in toys and kids' entertainment and to negotiate marketing tie-ins and licensing deals. Presented by the NYC-based Toy Industry Association. Jacob K. Javits Convention Center and Showroom Locations, NYC. 212.675.1141. www.toy-tia.org/.



▲ Mattel's new RFID-based HyperScan will be seeking tween-boy-targeted licensing deals at Toy Fair

Other notable dates.

01/25-26. 13th Annual Advertising & Marketing Law. The Toronto-based Canadian Institute hosts this event featuring Ontario's new Consumer Protection Act. Sutton Place Hotel, Toronto. 877-927-7936/416-927-7936. www.canadianinstitute.com • **02/05-06. 1st Annual Video Game Industry Business Forum.** This Canadian Institute event covers sessions such as Advergaming: Revenue Streams and Ad-Serving Dreams, featuring Eric Gross, senior partner, Gowling Lafleur Henderson and Brian Fitzpatrick, managing partner, director of MindShare Interaction, MindShare Canada, on the creation of an ad-supported business model. Omni Mont-Royal, Montréal. 877-927-7936/416-927-7936. www.canadianinstitute.com • **02/07-09. Retail Advertising Conference: What's Love Got to do With It?** Highlights include "Love Triangles" where retailers discuss their relationships with suppliers. JCPenney CMO Mike Boylson will talk about his co's hookup with Sephora. Attendees range from retail marketing execs to creative teams. Presented by the NYC-based National Retail Federation. Hilton, Chicago. 708-486-0725. nrf.a2zinc.net/rac07/public/enter.aspx • **02/26-27. Global Marketing Summit.** Presented by London, Eng.'s World Trade Group, the show discusses innovation like morphing media channels, new organizational realities and performance marketing. A feature panel including MTV Networks' Todd Cunningham, McDonald's' Ken Barun and myspace.com's Shawn Gold talks about achieving the perfect marketing mix. Grand Dunes Marriott, Myrtle Beach, S.C. 416 214 3400. www.wtgmarketingsummit.com • **02/26-28. Return on Marketing Investment Conference.** Leading organizations such as NBC Universal, Best Buy and Nissan North America will talk about how to correlate your marketing spend to business results. Presented by the NYC-based Institute of International Research. Trump International Sonesta Beach Resort, Sunny Isles, Fla. 888-670-8200. www.iirusa.com/romi



strategy
bold vision brand new ideas

PRESENTS

THE 10TH ANNUAL

UNDERSTANDING youth²⁰⁰⁷

IMMERSING YOUR BRAND IN YOUTH CULTURE

May 2007, Toronto

Strategy's Understanding Youth is the ONLY conference in Canada that will help you connect with tweens, teens and young adults. This conference will meet the information needs of VPs, Directors, Managers and other executives.

You will walk away from this event armed with tools and the inspiration to successfully navigate this ever demanding arena of youth marketing and you'll also have the opportunity to network with industry experts and peers in unique and meaningful forums.

TO REGISTER, CONTACT DAVID SPEVICK AT 416-408-2300 X528 OR EMAIL DSPEVICK@BRUNICO.COM

UNIQUE SPONSORSHIP OPPORTUNITIES AVAILABLE.

FOR SPONSORSHIP OPPORTUNITIES CONTACT HEIDI FERRIS AT 416-408-2300 X500 OR EMAIL HEIDI@STRATEGY.BRUNICO.COM

WWW.UNDERSTANDINGYOUTH.COM

™Understanding Youth title, tagline and logo are trademarks of, and the event is produced by, Brunico Communications Inc.

™strategy is a trademark of, and is published by, Brunico Communications Inc.

FIRST-RATE RECOGNITION FOR SECOND-RATE ADS

It's time to look back at the Year That Was, think deep thoughts on it all and spit out a few New Year's AdResolutions.

When we asked O&M's co-CCOs Janet Kestin and Nancy Vonk to take on this lofty assignment, they were in the midst of the media circus sparked by the virulent success of their Dove Evolution film.

We figure our request caused them to take pity on the less fortunate adfolk out there, who (despite going through the motions) had no shot at the limelight – and that in the Dove spirit of seeing the beauty in everyone, were inspired to give Bs a chance.

So O&M art director Ivan Pols and writer Chris Dacyshyn kindly created a new prize scheme which takes into account the many factors that can mediocritize the calibre of execution – thereby giving Bs new hope and the will to go on...



"Twoonies" will go to the best of the second best

Give Bs a chance

All too often, ad agencies submit their finest work to award shows, receiving a curt letter of rejection in place of accolades. While the very best ads obviously deserve recognition, do the close-but-no-cigar ads deserve to be discounted entirely? The creators of The Two Show say "no."

According to Ivan Pols: "Plenty of award shows raise the bar. What we need is a show that lowers it."

The Two Show was created to reward hard-working advertisers who did their very best under trying circumstances, and partially succeeded. In fact, only the Twoonies take into account the excuses that resulted in a so-so ad.

Eligible excuses range widely, from: "Only a C-level creative team was available" and: "The art director wants to be a director director so he insisted on ruining the spot himself" to: "The account supervisor refused to sleep with the research moderator" and: "English wasn't the client's first, second or third language."

Next year, The Two Show will expand to include a special category for reasonably good ads that didn't run because quantitative research determined the branding to be weak.

The Two Show is now accepting 2007 online submissions at www.thetwoshow.com and Twoonies will be awarded sometime in 2008.

The Many Faces of Newspaper



Tuesday
JANUARY

30

11 a.m.
free cocktail reception

12 p.m.
luncheon

12:45-2 p.m.
panel discussion/Q&A

On **January 30th**, join us at the **Four Seasons Hotel, Yorkville** for a spirited discussion on the “many faces of newspaper”. Our all-star panel of columnists will be sure to entertain, inspire, and engage. We’re pleased to feature **Shinan Govani** from **National Post**, **Roy MacGregor** from the **Globe and Mail**, **Michele Sheppard** from **The Toronto Star**, **Bob Elliott** from **Toronto Sun**, **Chris Atchison** from **Metro** and **Tanya Enberg** from **24 hours**.

Single tickets are **\$90** (+GST) Tables of 10 are **\$850** (+GST). Go to adclubto.com to purchase tickets and find out more about the event.

Event Sponsors:



ZOOM MEDIA

Media Sponsors:

Marketing

Marketing
www.marketingmag.ca

Adnews.com

strategy

Media
IN CANADA

NABS
IT BELONGS TO ALL OF US.



THREE MILES TO THE PRINT SHOP. THREE FEET TO THE PRINTER.

Starting at \$449, the HP Color LaserJet printers can pay for themselves in only two or three small print jobs over the cost of a copy shop. These come network-ready and have renowned print quality when you use HP ColorSphere toner. And best of all, they're all from HP. *PC Magazine's* Readers' Choice for Service and Reliability for 15 straight years. Estimate your savings at hp.ca/colourprinter. Brilliantly Simple.



FAST
HP COLOR LASERJET 2600n
Up to 8 pages a minute.
More affordable than ever.
\$449*

FASTER
HP COLOR LASERJET 3600n
Up to 17 pages a minute.
A great fit for a growing business.
\$799*

FASTEST
HP COLOR LASERJET 3800n
Up to 22 pages a minute.
There's no deadline it can't meet.
\$1,149*

To learn more or see special offers, visit hp.ca/colourprinter
Call 1-800-474-6836. Visit your reseller or retailer.

